

1982 City Plan

H. J. ROSENBERG  
NEWARK 1982/83

# Newark Commercial Corridors Study



Broadway

COMMERCIAL CORRIDOR  
REVITALIZATION STUDY  
FOR  
BROADWAY

Newark, New Jersey

Department of Administration  
Office of Planning and Grantsmanship

Planning Consultant:

Candeub, Fleissig and Associates, Inc.

July 1982

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## EXECUTIVE SUMMARY

This study examines the revitalization potential of the Broadway commercial corridor. The project is part of the larger Newark Commercial Corridors program which was initiated by the City of Newark's Office of Planning and Grantsmanship in response to the concerns of local neighborhood and merchant groups. The technical component of the plan was developed with assistance by Candebub, Fleissig and Associates.

The initial scope of the study included five basic objectives: first, to assess current market conditions for the corridor; second, to identify commercial space requirements; third, to compare space requirements to existing inventory by type of use; fourth, to identify infill/rehabilitation/redevelopment opportunities; and finally, to determine public improvement needs.

The final objective of the study was to evaluate possible strategies to implement revitalization proposals. A comprehensive improvement program has been developed and will be carried into the implementation phase with the help of both public and private sectors.

### STUDY STRUCTURE

The work program for the study was divided into seven tasks. Each task served to provide a framework for sections on data collection, study procedures, analysis, strategies and conclusions. A description of each task follows. Analyses are provided in full in the body of the report.

- Task One identified the demographic and retail trends relevant to commercial development in Newark. The population in the City has declined between 1970 and 1980 by 13.7%, signifying a shrinking overall market for goods and services.

Average household income for Newark residents in 1979 was \$13,800 compared to an Essex County income of \$19,929 for the same year. Newark's trend in long-term job losses, particularly in the manufacturing sector, signals less buying power for residents insofar as it relates to the retail and commercial sectors of the economy.

- Task Two identified existing patterns of land use, structural conditions and transportation characteristics for each corridor.

Commercial uses are interspersed with residences throughout much of the corridor with a major commercial concentration occurring at the southern end of Broadway. The dominant

structure types are mixed-use, with first-floor commercial and upper-story residential uses, and multi-family residences. At the northern end of the corridor, industrial uses dominate.

The majority of businesses require rehabilitation, ranging from minor facade treatment to major structural repairs. Abandoned stores and residences are common. Fire damage is apparent in many cases, particularly near Montclair Avenue, where there are several burned apartment buildings.

- Tasks Three and Four included the creation and dissemination of shoppers and merchants surveys. They were used to identify overall shopping patterns and needs, and the demographic and economic characteristics of shoppers and merchants. The surveys of both shoppers and merchants indicated a common perception of area needs and problems. Property abandonment, lack of security and poor area appearances were the problems most frequently cited.

Merchants surveys yielded the following data:

- The three corridors generate approximately 330 to 700 jobs.
- Over eighty percent of the respondents indicated that sales had declined in recent years.
- Over one-half of the respondents were considering remodeling their stores.
- The merchants had occupied their present sites for an average of 14 years.
- The majority of customers are drawn from the immediate neighborhood.

Results of the shoppers survey included the following information:

- Fifty-four percent of respondents indicated they came from the immediate neighborhood.
- The median number of trips to Broadway was 3.8 per week.
- Sixty percent of respondents used the bus to reach Broadway, while thirty percent walked to the shopping areas.
- The majority of shoppers spent between \$25-50 per trip.

- Crime was cited as the major problem of the area. Lighting and security were considered poor.
- Many shoppers approved of the quality of merchandise but rated overall appearance of the shopping areas as poor.

- Task Five provided a market assessment detailing the final trade area, competing neighborhood centers and trade area potential. Expansion potential and the adequacy of existing stores was also reviewed.

Existing stores are convenience-oriented for the most part, with the exception of furniture and related stores on lower Broadway. Bus transportation is adequate through the principal shopping areas of the corridor.

As the Broadway trade area presently exists, there is an excess of space to serve the market, according to standard productivity measures. The standard volume of needed space was calculated at 209,962 square feet, while existing active space amounts to 327,875 square feet (excluding business services). This excess of space was noted in all categories of stores, with the exception of general merchandise stores, where existing space fell below the standard volume for the trade area size.

These results demand careful interpretation. Rather than viewing the excess square footage as unnecessary space, it can be noted that the corridor has the physical capacity to serve a larger area or new residents without physical expansion of the current space inventory.

Shopping areas competitive with the Broadway trade area include the Verona Avenue, Summer Avenue, Broad Street, Bloomfield Avenue and Mt. Prospect commercial areas in Newark and Washington Avenue in Belleville.

- Task Six of the study established a set of alternative redevelopment strategies or Concept Plans for the corridor, incorporating the needs and trade area demands set forth in Task Five. Each alternative is defined as follows:
  - Node Concept - This plan is intended to constrict commercial uses within specific activity centers, forming concentrated shopping areas containing a variety of establishments.
  - Linear Concept - This Concept is aimed at restoring and maintaining the commercial viability of the strip pattern by filling in vacant areas along the corridor frontage.

- Redevelopment Concept - The Redevelopment Concept calls for comprehensive clearance and redevelopment treatment of selected areas involving changes in depth of commercial use and consolidation of properties.

Alternatives were evaluated according to the extent of commercial space generated and level of activity needed. The Node Concept was chosen as the most viable alternative. The Node alternative resulted in 237,640 gross square feet of existing and renovated commercial space while the Linear and Redevelopment Concepts resulted in 481,075 and 191,604 square feet, respectively, in designated treatment areas.

- Task Seven reviewed physical design options for the Broadway treatment area. Physical improvement, land use and circulation plans were developed for each area which included rehabilitation and facade treatment programs, such as benches, bicycle racks and litter baskets and parking facilities.

#### REDEVELOPMENT STRATEGIES

Redevelopment strategies, presented in part B of Task Six, are illustrated in detail on the Concept Redevelopment Plan. The basic Node Concept was refined and detailed. A brief summary of the final Concept Plan follows:

- Two nodes are designated: the Broadway/Bloomfield node on lower Broadway and the Elwood Avenue node. The two nodes are estimated to contain 178,670 square feet and 58,970 square feet, respectively.
- Two new parking areas are proposed in the Broadway/Bloomfield node, which will require clearance of eight buildings, some currently abandoned. A mini-park is proposed to be developed at the corner of Clark Street and Broad Street.
- A program of facade improvement is recommended for storefronts and upper-floor residential stories, including uniform signs.
- Sidewalk and street improvements are recommended for both nodes.
- In the Elwood Avenue node, the Elwood Theater is proposed for renovation as a public market or mini-mall. Rehabilitation treatments will be applied to other active stores in the node, and two dilapidated, abandoned buildings are recommended for demolition and replacement with commercial and residential uses, respectively.



## IMPLEMENTATION STRATEGIES

Marketing programs for the Broadway corridor have been translated into a series of Physical Design Options and Strategies. With these physical plans in place, the Corridor Study is recommended for immediate implementation. Four major tasks face the City:

### 1. Financing Strategy

The most critical implementation task will be to establish the financial basis for revitalization. The pilot Newark Corridor Study completed in 1981 recommended a three-year program of \$4.5 million in public investment to stimulate private commitment to the corridors. It is proposed that this program be continued and extended to encompass the Broadway corridor.

Monies from this fund would be used for visible public improvements upgrading the attractiveness and condition of the area, including street and sidewalk repair, off-street parking, street furniture, landscaping and land assembly for redevelopment.

Private response in the form of property rehabilitation is expected as a consequence of these public improvements and the continuation of the city's Facade Improvement matching grant program. Other proposed incentives include the use of existing financing programs, such as SBA 502/503, NJEDA or HUD-UDAG.

### 2. Treatment Strategy

The Commercial Corridors study recognizes that the public and private sectors must develop a series of treatment programs addressing the most critical needs of the three study areas. At least nine different sub-tasks are recommended for the implementation phase:

- Parking and Public Area Improvement Program
- Shopsteading (commercial homesteading) Program
- Elwood Theater Development Program
- Storefront (Facade) Modernization
- Commercial Rehabilitation Assistance Program

- Land Assemblage Assistance and New Construction Financing
- Business Counseling - Local Entrepreneurships
- Loan Packaging Assistance
- Assistance to Prospective Property Buyers

Several of these treatments may be handled by existing organizations such as NEDC, IC30 and Rutgers/MESBIC. Other programs such as Shopsteading are new for the City, however, and staffing resources will have to be allocated for program development.

### 3. Marketing Strategy

Crime, population decline, business relocations and many other factors were analyzed as major obstacles to the market strength of each commercial corridor. The study proposes a 7-point program in conjunction with the Financial and Treatment Strategies to treat these basic market problems. Strategies include housing infill development; mixed-use development adjacent to commercial nodes; a crime reduction program; and priority targeting of public services.

### 4. Coordination Strategy

The variety of funding sources, public/private participants and area treatments will require a strong coordination role by the City's Office of Planning and Grantsmanship. Through this coordination point, three sectors will interact:

- City of Newark: Recommended to sponsor \$4.5 million Public Area Improvement Program and Facade Improvement Grant Program, and provide staff for implementation and coordination activities.
- Private Sector/Merchants Associations: Responsible to promote private capital investment and improve cooperative merchandising efforts such as street sales or advertising campaigns.
- Semi-Private/Community Organizations: Increased participation needed to handle business financing, management training and other joint public/private improvement efforts.

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100% 100%

1994-1995

1995-1996

1996-1997

## INTRODUCTION

The Task Two report consists of two parts:

- Land Use and Structural Conditions
- Transportation Characteristics

The Land Use and Structural Conditions section reports on the findings of the field survey conducted in the Broadway Corridor. Existing land use patterns and types, structural characteristics and the extent of abandonment are discussed.

The Transportation section provides an inventory of the existing road system, a summary of county and local improvement plans affecting the corridor and the city as a whole, and an assessment of available public transportation facilities. Parking and circulation characteristics of the corridor are also presented.

## LAND USE AND STRUCTURAL CONDITIONS

### LAND USE INVENTORY METHODOLOGY

A detailed inventory of land use in the Broadway corridor was conducted in December of 1981. Both the main corridor street and portions of intersecting side streets were surveyed. The survey classified land uses according to the following categories:

- Residential - one to four families
- Multi-family - five or more families
- Retail commercial
- Service commercial (barber shops, cleaning establishments, etc.)
- Office (professional, medical)
- Public and semi-public (churches, schools)
- Industries
- Parks
- Mixed uses

The results of the inventory are shown on the project area maps. It was noted during the survey that several buildings had been marked for demolition. While the maps are accurate as of February 1980, it is recognized that further abandonment and demolition may have occurred since that time.

A summary of land use characteristics for the project corridor is presented following the methodological discussion.

### STRUCTURAL CONDITIONS SURVEY METHODOLOGY

Structural conditions of the buildings in the project area were assessed through an exterior "windshield" examination. The evaluation considered the condition of the following structural elements:

#### (1) Critical Structural Elements

- Foundation
- Walls
- Roof
- Interior Loadbearing Elements (where observable)

(8) Noncritical Structural Elements

- Porches/Stairs
- Doors
- Windows
- Eaves and trim
- Chimneys and flues
- Interior -- floors, stairs, ceilings, partitions

(9) Nonstructural Elements

- Plumbing
- Heating
- Electrical
- Ventilation
- Fire protection and egress

While interiors were not generally observable, they were considered to be reasonably similar in condition to the exterior in arriving at an overall rating of structural condition.

Defects in the above structural elements were recorded, and the extent of severity of such problems noted. This information was used to rank the structure according to one of the following categories.

(1) Standard:

No defects in any structural elements, or minor deficiencies in noncritical elements which can be corrected through normal maintenance.

(2) Substandard - Moderate Deficiencies:

Buildings which evidence some defects in structural elements, provided that the building has:

- defects in not more than three noncritical structural elements;
- no extensive defects to critical elements;
- no significant combination of defects which would put it into the category of severe deficiencies.

(3) Substandard-Severe Deficiencies:

Buildings are rated in this category if structural defects are present in a number of elements and/or if extensive defects are present in critical elements.

Ultimate clearance or rehabilitation would be dependant on the level of deficiencies of interior structural elements, nonstructural elements (heating system, plumbing, etc.), and total cost of rehabilitation.

(4) Substandard Requiring Clearance:

Buildings which should be demolished due to:

- extensive fire damage
- original construction and/or age which prohibits bringing the structure to standard condition
- extensive defects or total failure of critical structural elements
- combination of defects to critical and noncritical elements obviously beyond the value of the structure.

Discussions of structural conditions in the Broadway corridor are presented in the following project area summaries.



## LAND USE PATTERN

### Residential

The Broadway corridor extends from Clay Street at its south end to the Belleville border on the north. Throughout the length of the strip one to four family residential, multi-family residential and mixed-uses occur among non-residential uses and vacant lots. Only one block fronting on Broadway, Chester Avenue East to Delevan Avenue East is primarily residential, although abandonments occasionally interrupt the pattern of residential development.

Concentrations of residences occur along most side streets radiating east and west off the corridor. These residential uses consist of multi-family residential units and one to four family row and detached structures, the majority of which are situated on narrow lots.

West of Broadway, residential density tends to be generally higher, while abandonments and vacant lots occur with more frequency on the residential streets east of Broadway. Both east and west of the corridor, demolitions were taking place while the land use survey was in progress. The block stretching from Oriental Street to Harvey Street was particularly impacted by widespread demolition.

### Commercial

Commercial uses in the Broadway area occur in the form of nodes, or small-scale activity centers and concentrated strips. Three principal areas of commercial activity exist in the Broadway corridor: between Clay Street and Gouverneur Street, between Lincoln Avenue and Chester Avenue East and between Delevan Avenue East and Elwood Avenue East.

Commercial activity is more intense and establishments are more stable in the first area, lower Broadway, where shoppers goods such as furniture, clothing and hardware are readily available. The second area contains neighborhood convenience stores and offices including restaurants, gift shops, auto repair shops and a dentist's office. Located in the area between Delevan Avenue East and Elwood Avenue East are a large upermarket, a laundromat, and assorted neighborhood convenience stores.

Elsewhere along the corridor, commercial uses are scattered along the Broadway frontage. The majority of commercial uses are marginal in nature, located in mixed-use structures containing upper-story apartments. Other commercial uses such as fast-food restaurants and auto repair garages are located in free-standing structures.

#### Mixed-Uses

Mixed use buildings are among the dominant land use types in the Broadway corridor, occurring throughout its length. The majority of commercial uses are located in mixed-use structures, with residential apartments occupying upper floors.

#### Public and Semi-Public

A wide variety of public and semi-public uses are located in the Broadway corridor. These uses consist primarily of schools, community health and service centers, and churches. Among such uses are: Essex Catholic High School, the Newark Skills Center, Barringer Preparatory School, St. Michael's Church and the Youth Consultation Center.

#### Office

Office uses along Broadway are limited to medical facilities such as community health centers and dental offices.

#### Industrial

Industrial uses are concentrated in the north end of the corridor from Montclair Avenue to the Belleville border. They consist of light manufacturing and wholesale supply companies.

#### Parks

Park space is limited to one unpaved playground in poor condition located on the corner of Broadway and Grafton Avenue and school and church playgrounds.

## STRUCTURAL CONDITIONS

### Residential

Residential uses are located primarily off Broadway. Few residences were rated as being in sound, standard condition. A concentration of such structures was noted in the area nearest Belleville. Most residences contained a range of moderate to severe deficiencies. No distinct pattern was observed with regard to structural conditions through the entire project corridor. The resulting pattern of structural conditions for the entire corridor is shown on the Structural Conditions Map.

Residences considered to warrant clearance were located through the project corridor. Several of the structures had suffered fire damage. Others showed structural problems resulting from deferred maintenance.

### Non-Residential

Those non-residential buildings given the highest ratings included banks, churches and schools. The majority of non-residential structures were ranked as having either substandard-moderate to severe deficiencies. These usually consisted of mixed-use buildings with ground level commercial establishments. Each of the non-residential land use category exhibited a range of structural conditions with few in standard condition.

### Abandonments

Approximately 27 abandoned buildings, 46 commercial, 24 residential and 2 public structures were noted during the survey, resulting in an average of 1.8 per block. Partially abandoned buildings occurred with either the upper floor apartments or storefronts vacated. Abandoned buildings generally conformed with conditions of substandard-severe deficiencies or substandard-requiring clearance.

Abandonments were scattered throughout the project area with concentrations on the west side between Grafton and Montclair Avenues and 4th Avenue East and Kearny Street. Some of these structures had extensive fire damage or severe neglect and warranted immediate clearance. Often several abandoned structures were located beside each other indicating a trend toward abandonment.

## DEVELOPMENT FACTORS

The field surveys of land use and structural condition pointed out many significant factors affecting the redevelopment potential of the Broadway corridor. These included the extent of active commercial uses and vacant space, the location of stable residential areas, the availability of vacant land and the presence of "anchor" uses, such as institutions or major business facilities. Development factors are illustrated in the accompanying map.

## General Development Considerations

A principal focus of the corridor study is the revitalization of commercial activity. However, as the pattern of commercial use is not continuous throughout the corridor, this policy cannot be imposed on every segment. Development planning must address the potential for other types of uses to restore the corridor in non-commercial areas.

Many residential areas located on and off Broadway are relatively stable and well-kept. The enhancement and preservation of such areas must be a priority in order to maintain the viability of neighborhoods and provide market support to local commercial development.

## Development Opportunities

### • Upper Broadway

The industrial area located at the north end of Broadway is an active concentration of manufacturing and distribution uses, the stabilization and improvement of which should be a prime consideration in developing area treatments. This industrial zone, with a well-established character, can provide an important source of local employment.

The majority of vacant tracts remaining in this upper portion of Broadway are located within the industrial concentration, some used for parking or storage. These areas could represent expansion opportunities. Use for commercial services, however, should also be examined, as they could serve adjacent residential neighborhoods and industrial workers who may be traveling to Belleville to shop.

Additional revitalization opportunities in the northern area of Broadway include the rehabilitation of residential and small business frontages and infill of abandoned space. Further, the use of the abandoned, burned multi-family apartment buildings at Montclair and Halleck Streets must be addressed. At the present time, these structures are an eyesore and safety

hazard to the community. The feasibility of rehabilitation vs. demolition and redevelopment should be examined. Redeveloped uses could include a new commercial strip providing neighborhood convenience goods and services.

- Central Broadway

A potential exists for strengthening the commercial components of the Broadway area between Elwood Avenue and Delavan Avenue. There is currently a small complex of commercial uses, including a supermarket, laundromat and fast-food restaurants. Opposite this complex, on the west side of Broadway, are several abandoned commercial buildings.

A project of infill and rehabilitation of abandoned and active structures could serve to consolidate this area into a neighborhood service node oriented towards the surrounding residential areas on and off Broadway. Residential uses include single and multiple family dwellings in fair to good condition, although there is some abandonment and fire damage present.

South of the Mount Pleasant Cemetery, the land uses on Broadway increase in diversity, comprising a mix of institutional, commercial and residential uses. As shown on the Development Factors map, considerable redevelopment potential exists on the east side of Broadway where there are many abandonments, poor structural conditions and ongoing demolition. These areas are situated within a zone of institutional uses: Essex Catholic High School, St. Michaels School, Roberto Clemente School, the Youth Services Center, the New Jersey Historical Society, and several churches. It is possible that redevelopment could extend this concentration of community services by providing recreational, educational or similar facilities, in association with either existing organizations or entities new to the area.

A large block of abandoned burned apartments is present at Kearney Street, which could provide an opportunity for commercial/residential redevelopment.

- Lower Broadway

The commercial core of lower Broadway extends from Gouverneur Place to the junction with Broad Street. Redevelopment potential is constrained by dense development in this area, but rehabilitation could increase the attractiveness and use of the area. In addition, some infill of abandonments is required.

Circulation conditions between Bloomfield Avenue and Broad Street present an obstacle to commercial activity. Congestion can be severe particularly during rush hours, and is compounded by buses stopping to discharge or receive passengers. Few off-street parking areas are available along this stretch, and on-street double-parking hinders traffic flow at times.

## TRANSPORTATION

### EXISTING ROAD NETWORK AND ROAD CLASSIFICATION

Circulation patterns in the Broadway project area are determined by a system of arterial streets, which provide through routes and connections to major highways, and local and collector streets which distribute traffic to residential, commercial and industrial areas.

The Newark Master Plan has defined four functional road classifications according to which the major streets in Newark have been categorized. The classifications are defined as follows. Broadway area streets are categorized in Table II-1.

- Limited Access Freeways/Expressways

The Limited Access Freeway/Expressway provides for the quick movement of traffic to and from distant points of the city and the region with only limited access.

- Principal Arterials

The Principal Arterials, together with the Expressways, constitute the system for through traffic between major city functional areas.

- Minor Arterials

The Minor Arterials provide a system of streets which connect with the principal arterial system and provide for moderate length trips, at a somewhat lower level of service.

- Collector Streets

The Collector Street system connects with the arterial street network and serves to distribute traffic within sections or neighborhoods of the city.

### TRANSPORTATION IMPROVEMENT PLANS

As part of the ongoing transportation planning process for Newark, proposals aimed at improving the city's transportation system have been recommended in two separate planning related documents; the 1978 Newark Master Plan which provides general transportation planning recommendations, and the New Jersey Department of Transportation's Newark Highway Feasibility Study which analyzes specific recommendations and their effect on transportation in the city.



- ONE TO FOUR FAMILY RESIDENTIAL
- MULTIPLE FAMILY RESIDENTIAL
- RETAIL, COMMERCIAL
- OFFICE
- INDUSTRIAL
- PUBLIC AND SEMI-PUBLIC
- THRU
- VACANT

#### EXISTING LAND USE

**BROADWAY CORRIDOR STUDY**  
 OFFICE OF PLANNING AND BUDGETING  
 MANHATTAN, NEW YORK

PLANNING, DESIGNING, BUILDING, MANAGING AND MAINTAINING









UNION CITY OF MANHATTAN

**PUBLICLY OWNED PARCELS**

**BROADWAY CORRIDOR STUDY**  
 OFFICE OF PLANNING AND DEVELOPMENT  
 MANHATTAN, NEW YORK  
 PLANNING DEPARTMENT, 100 WALL STREET, 10TH FLOOR, NEW YORK, N.Y. 10038



The Newark Master Plan, officially adopted by the Newark Central Planning Board in 1979, predated planning for the Feasibility Study, which was completed in preliminary form in 1980. However, the Newark Master Plan allowed for the incorporation of Feasibility Study additions and modifications to its transportation element.

The NJDOT Highway Access Feasibility Study is composed of a number of separate reports evaluating recommended long-range transportation improvements and their affect on air quality, noise, mass transit, traffic and truck conditions. An interim report, detailing recommended short-term improvements, has also been incorporated into the study.

The study emphasizes state, county, and local highway improvements with particular attention to the following transportation goals:

- Improving the regional highway system's access to local city arterials.
- Facilitating the movement of local traffic within the entire Newark transportation network.
- Reducing traffic levels within the city's residential neighborhoods.

No Highway Access Feasibility plans deal with the Broadway corridor area.

The Newark Master Plan's transportation element represents a framework for carrying out ongoing transportation planning efforts in the city. It recommends goals and objectives for implementing improvements to the comprehensive network of streets and public transportation facilities which comprise Newark's transportation system. No Master Plan transportation recommendations are specifically focussed on the Broadway corridor area.

There are no traffic or road improvement plans slated for Broadway, or its immediate area.

#### PUBLIC TRANSPORTATION FACILITIES

##### Bus

The Broadway corridor is accessible via six bus routes operated by New Jersey Transit and one route operated by the Independent Bus Owners Association. Bus routes are illustrated in the accompanying map and are described in Table II-2.

##### Commuter Train Service

Conrail commuter service is available at each extreme end of the Broadway corridor. At the southern end, at Interstate 280, is the

North Broad Street Station. Both the Montclair Branch and Morris and Essex Division of Conrail serve this station before proceeding east to Hoboken.

The North Newark station is located just west of Broadway at Varona Avenue. This station is served by the Boonton Line, which serves communities in Essex, Passaic and Morris counties and terminates in Hoboken.

Transportation management improvements have been recommended in connection with the recently developed Newark Transportation/Air Quality Control Plan. This study identified several major corridors, including Broad Street, Broadway and Bloomfield Avenue, as major areas of hydrocarbon (HC) generation, due to their high traffic volumes.

Reasonably Available Control Measures (RACMs) were recommended to reduce vehicle miles traveled on these roads and thus alleviate the HC burden. The recommendations include:

- improvement and encouragement of mass transit, such as bus shelters and bus maps,
- programs to encourage carpools and vanpools,
- intermodal coordination, such as park-and-ride facilities,
- measures to encourage bicycling and walking.

TABLE 1

FUNCTIONAL ROAD CLASSIFICATIONS  
BROADWAY COMMERCIAL CORRIDOR

LIMITED ACCESS FREEWAY/EXPRESSWAY	PRINCIPAL ARTERIALS	MINOR ARTERIALS	COLLECTOR STREETS
Interstate 280	Broadway	Clay Street	Grafton Avenue
Garden State Parkway	Bloomfield Avenue	High Street	Heller Parkway
McCarter Highway (Route 21)	Bloomfield Place	Park Avenue	Clifton Avenue
			Mt. Prospect Ave.
			7th Avenue East
			2nd Avenue East
			Verona Avenue

## CIRCULATION AND PARKING

### Circulation

Broadway is a principal arterial north-south road providing access from the region to the Central Business District of Newark. It extends from Broad Street, near I-280 to the Belleville border, where the road continues as Washington Avenue through Belleville and Nutley.

Major cross-streets along Broadway include Bloomfield Avenue, Elwood Avenue, Montclair Avenue and Verona Avenue. Arterial east-west circulation is constrained by Branch Brook Park, located about half a mile west of Broadway.

Broadway is a four-lane road throughout its length. It provides for two-way traffic with the exception of a segment between Broad Street and Bloomfield Place, which is restricted to southbound traffic. Northbound traffic is routed up Broad Street and Bloomfield Place for access to Bloomfield Avenue.

Circulation and traffic movement is generally good along Broadway. Traffic is occasionally disrupted in the right lane by double parking, truck unloading, or use of street space by auto repair shops. This is not a major problem, as traffic volume is usually light along most of the corridor.

Despite one-way restrictions, congestion occurs at times on lower Broadway, where Bloomfield Avenue meets Broadway. The pattern of congestion appears inconsistent, being affected by weather conditions and double parking. The majority of rush hours do not involve traffic problems.

A problem intersection is located at the junction of Broadway, Lincoln Avenue and Arlington Avenue. This intersection is not signalized and presents sight difficulties for turning movements from Arlington and Lincoln to Broadway. There is poor visibility down Broadway due to the curve in Broadway north of the intersection. In addition, the right-of-way between Arlington Avenue and Lincoln Avenue vehicles is not clear.

### Conditions

Pavement conditions along the Broadway corridor do not differ markedly from those elsewhere in Newark. There are occasional, local problems of pavement wear, and stormwater drainage appeared slow at some intersections during the process of the field survey. Certain side streets were noted to have brick surfaces.

§ 87(2)(b)

Parking facilities in the Broadway corridor are limited, for the most part, to on-street unmetered space. Some meters are present between Bloomfield Place and 7th Avenue east. Off-street lots are provided by certain larger commercial establishments, such as newer fast-food restaurants, the Foodtown supermarket and Seibel's on lower Broadway. In addition, the larger churches and industrial concerns provide some parking. One public lot is located in the corridor on Webster Street between Crane Street and Bloomfield Avenue.

On-street parking capacity appears adequate on upper and central portions of Broadway, due to the scattered pattern of commercial activity. Problems are more evident on lower Broadway, in the major concentrated commercial node. Due to lack of available space, double-parking occurs at times, and cars pulling in and out of curbside spaces interfere with free traffic flow.

TABLE 2  
BUS ROUTE SERVICE  
BROADWAY COMMERCIAL CORRIDOR

ROUTE NUMBER	ROUTE DESCRIPTION	AREA OF BROADWAY SERVICE
13	• Nutley to Irvington via Broad Street and Broadway	Bloomfield Place to Belleville border
27	• 20th Street Irvington to Bloomfield Center	Clay Street to Bloomfield Avenue
29/60/116	• William and Washington Streets, Newark to West Caldwell  Penn Station, Newark to Dover via Bloomfield Avenue and Route 46	Clay Street to Bloomfield Avenue  Clay Street to Bloomfield Avenue
112	• Penn Station to Clifton and Passaic	Bloomfield Place to 3rd Avenue East
114	• Penn Station, Newark to Butler via Pompton Turnpike	Bloomfield Place to 3rd Avenue East
126-128	• Penn Station to Bloomfield and Paterson	Bloomfield Place to 3rd Avenue East
*15	• South Broad Street to Erie-Lackawanna Station, North Newark	Broadway to Verona Avenue

\*Owned and operated by the Independent Bus Owners Association

Source: NJ Transit bus route maps;  
NJ Transit Service Development Department





EXISTING BUS ROUTES

COMMERCIAL CORRIDOR STUDY

OFFICE OF PLANNING AND CHARTERWORK

NEWARK, NEW JERSEY

PLANNING CHARTERWORK, INC. 1000 1000 1000

100

NAME \_\_\_\_\_

DATE \_\_\_\_\_

GRADE \_\_\_\_\_

## INTRODUCTION.

### SHOPPERS SURVEY METHODOLOGY

#### Questionnaire

The shoppers survey questionnaire was designed to provide information on:

- The shopping patterns of corridor users
- The attraction of the corridor to shoppers within and outside the neighborhood
- Expenditures and methods of transportation
- The attitudes of shoppers toward the area; perceived problems and needs
- The demographic characteristics of corridor users.

The survey form was also developed to elicit data that would be useful for the Task Five market analysis. The form was designed to promote swift and complete responses. In recognition of the ethnic character of the survey area, survey forms were printed in Spanish as well as in English.

#### Survey Procedures

The survey was conducted in January 1982 by members of the Newark Office of Planning and Grantsmanship. Two hundred and forty-nine shoppers were contacted in the field. The survey period was designated to cover the most active shopping hours.

Distribution was concentrated in two major areas: lower Broadway between 7th Avenue and Bloomfield Place; and along Broadway between Sylvan Avenue and Chester Avenue, where small concentrations of stores are located. The forms were distributed on a Friday and a Saturday, enabling surveyors to contact both weekday and weekend shoppers.

#### Survey Results

A summary of the shoppers survey results and tabulations of the responses are presented in the following pages. Special cross-tabulations of the survey were also performed, relating demographic characteristics to particular shopping areas. These analyses were conducted for input into the Market Assessment. Further reference to these tabulations will be made in Task Five.

## SURVEY RESULTS

### EXTENT OF BUSINESS AREA USE

#### A. Who Uses the Area

Males appear in equal proportion to female. Married persons outnumber single persons by a 3 to 2 ratio, and the large majority of respondents have children. Only twenty-six percent of the respondents are employed full time. Over ninety percent of the population is younger than 50 years of age, with most of those below 50 falling into the "30-50" category. Sixty percent of the respondents earned incomes of under \$10,000 dollars.

#### B. Shopping Patterns

##### 1. Origin of the Shopping Trips by Area

Sixty-four percent of the respondents indicated they came from their homes to shop in the area, while 32% said they came from work.

Over half of the respondents (54%) said they came from the immediate neighborhood. Forty-two percent came from other parts of Newark, while three percent came from Belleville.

##### 2. Mode of Travel

Sixty percent of the respondents travelled to the Broadway area by bus. Thirty percent of the respondents walked to the shopping area, while five percent drove to the area.

##### 3. Number of Trips Per Week

Only fourteen percent of the respondents used the Broadway shopping area five or more times per week. Most of the respondents went to the shopping area 3-4 times per week. The median number of trips to the area was 3.8 per week.

##### 4. Expenditure Per Shopping Trip

The greatest number of respondents (68%) indicated they spent between \$25-50 per shopping trip. Fourteen percent said they spent \$10-25 per trip. The median expenditure per shopping trip was \$37.00.

## GOODS AND SERVICES USED

### A. Purpose of Trip

The majority of the respondents said they came to the Broadway area to shop. Work (11%) and personal business (9%) were also mentioned by the respondents.

### B. Stores Used

The most heavily used stores in the Broadway corridor are grocery stores (32%), clothing stores (21%) and furniture stores (17%). These types of stores can be classified as the area's anchor establishments.

### Facilities Desired

A general desire for more stores was mentioned frequently by respondents. Twenty-three of the respondents offering suggestions wanted new types of stores.

## ISSUES OF CONCERN

### A. Obstacles to Use of Areas

#### 1. Security

Crime was cited by the respondents as the major problem in the area. Sixty-two percent rated crime and inadequate police protection as an area problem. Eighty-six percent said they never use the area after 5 o'clock. Ninety-one percent of the respondents rated lighting and security as poor.

#### 2. Other Obstacles to Use

Respondents frequently mentioned the poor appearance of the shopping area and the unavailability of parking as a deterrent to the use of the Broadway area.

Although many shoppers gave positive ratings to the quality of merchandise in the area, the majority of survey respondents gave the variety and appearance of stores a poor rating.

### B. Area Improvement

#### 1. Suggested Activities

The most frequently mentioned suggestion for improving the area was to increase police protection and security. Many

of the respondents also suggested rehabilitation of store fronts and interiors as a positive action to encourage use of the commercial strip.

A general clean-up program was also mentioned in the survey as a means of upgrading the area. Specific clean-up activities mentioned included repair of streets and sidewalks, demolition or rehabilitation of abandoned buildings, and the removal of litter.

#### 6. Need for Support Facilities

Respondents expressed dissatisfaction with existing support facilities for the Broadway corridor. The availability of parking was rated as poor by 87% of the respondents, while 64% rated traffic conditions as poor. Inadequate lighting and security were also considered major problems; 91% considered existing facilities to be poor. The survey respondents also expressed a need to clean and upgrade streets and sidewalks.

Table 1

PURPOSE OF TRIP  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

Purpose of Trip	No of Responses	% of Total
Shop	172	69
Work	27	11
Personal Business	22	9
Other	27	11
No Response	1	0
Total	249	100

Source: Broadway Corridor Survey, January 1982.

Table 2

SHOPPING AREA USED MOST OFTEN  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

Other Areas Used	No. of Response	% of Total
Downtown Newark	26	10
Broadway	231	87
Belleville	2	1
Other	2	1
No Response	4	1
Total	267	100

Source: Broadway Corridor Survey, January 1982.



Table 3

ORIGIN OF TRIP  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

Origin of Trip	Location				Total
	Home	Work	Other	No Response	
Neighborhood	72	38	5	8	123
Other Parts of Newark	54	13	7	22	96
Belleville	3	3	1	2	7
Other	-	-	3	-	3
No Response	7	7	3	1	18
Total	136	59	19	11	249

Source: Broadway Corridor Survey, January 1982.

Table 4

NUMBER OF TRIPS PER WEEK  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	No of Responses	% of Total
Less than one	6	2
One	16	7
Two	50	20
Three	70	28
Four	72	29
Five or More	35	14
No Response	0	0
Total	249	100
Mean number of trips	3.3	
Median number of trips	3.8	

Source: Broadway Corridor Survey, January 1982.

Table 5

EXPENDITURE PER SHOPPING TRIP  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

General Expenditure Per Trip	No. of Responses	% of Total
\$ 0 - \$10	20	8
\$10 - \$25	36	14
\$25 - \$50	168	68
\$50 or over	23	9
No Response	2	1
Total	249	100
Median expenditure per shopping trip	\$35.00	
Mean expenditure per shopping trip	\$37.00	

Source: Broadway Corridor Survey, January 1982.

Table 6

TYPE OF STORES USED  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	No. of Responses	% of Total
Grocery	123	22
Bank	20	5
Clothing	80	21
Restaurant	22	6
Drugstore	40	11
Furniture	66	17
Service	16	4
Other	11	3
No Response	4	1
	383	100

Source: Broadway Corridor Survey, January 1982.

Table 7

MODE OF TRAVEL  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS SURVEY

Mode	No. of Responses	% of Total
Walk	74	30
Drive	13	5
Bus	149	60
Taxi	6	2
Other	4	2
No Response	3	1
Total	249	100

Source: Broadway Corridor Survey, January 1982.

Table 8

USE OF AREA AFTER 5 O'CLOCK  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	No of Responses	% of Total
Never	214	86
Sometimes	19	8
Often	3	1
No Response	13	5
Total	249	100

Source: Broadway Corridor Survey, January 1982.

Table 9a

RATING OF AREA CONDITIONS  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	Good	Fair	Poor	Don't Know	Total
Quality of Merchandise	103	41	103	2	249
Variety of Stores	18	79	150	2	249
Service in Stores	188	28	111	2	249
Appearance in Stores	18	83	146	2	249
Appearance of Whole Area	6	22	217	4	249
Availability of Parking	7	20	217	5	249
Cost of Parking	2	12	159	68	249
Traffic	7	18	159	65	249
Lighting and Security	4	13	227	5	249
Total	274	323	1,489	133	2,241

Source: Broadway Corridor Survey, January 1982

Table 9b

RATING OF AREA CONDITIONS  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	% Good	% Fair	% Poor	% Don't Know	% Total
Quality of Merchandise	41	17	41	1	100
Variety of Stores	7	33	60	1	100
Service in Stores	44	11	44	1	100
Appearance in Stores	7	33	59	1	100
Appearance of Whole area	2	9	87	1	100
Availability of Parking	2	8	87	1	100
Cost of Parking	1	8	64	27	100
Traffic	3	7	64	26	100
Lighting and Security	2	8	91	2	100
Percent of Total Responses	12	25	65	2	100

Source: Broadway Corridor Survey, January 1982.



Table 10

ISSUES OF CONCERN  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	No. of Times Mentioned
Increase Security, Provide More Public Protection	137
Fix Up Store Fronts	69
General Area Clean-up	40
Repair Sidewalks and Streets	38
Provide More Parking Facilities	28
Attract New Store Types	23
Demolish or Rehabilitate Abandoned Buildings	21
Total	341

Source: Broadway Corridor Survey, January 1982.

Table 11  
SHOPPER PROFILE  
BROADWAY SHOPPERS SURVEY  
NEWARK COMMERCIAL CORRIDORS STUDY

	No. of Response	% of Total
<u>Sex</u>		
Male	118	48
Female	123	49
No Response	8	3
Total	249	100
<u>Marital Status</u>		
Married	142	57
Single	87	35
No Response	20	8
Total	249	100
Male Head of Household	11	19
Female Head of Household	47	81
Total	58	100
<u>Children</u>		
No Children	69	28
One	39	16
Two	47	19
Three	20	8
Four or More	34	14
With Children	140	56
No Response	49	16
Total	249	100

	No. of Responses	% of Total
<u>Employment</u>		
Full-Time	64	26
Part-Time	60	24
Unemployed	68	27
Student	14	6
Retired	9	3
Housewife	20	8
No Response	14	6
	249	100

<u>Age</u>		
Under 30	63	26
30 - 50	137	55
50 - 65	16	6
Over 65	5	2
No Response	28	11
	249	100

<u>Income</u>		
\$ 0 - \$ 7,499	110	44
\$ 7,500 - \$ 9,999	46	16
\$10,000 - \$12,499	33	13
\$ \$10,000 - \$14,999	7	2
\$15,000 - \$19,999	8	3
\$20,000 and Over	7	3
No Response	51	21
	249	100

Median Income \$8,438

Mean Income \$7,074

Source: Broadway Shoppers Survey, January 1982

SHOPPERS SURVEY  
COMMERCIAL CORRIDORS STUDY  
NEWARK, NEW JERSEY

Surveyor's Name \_\_\_\_\_  
Survey Location \_\_\_\_\_  
(Cross-Street) \_\_\_\_\_  
Corridor \_\_\_\_\_  
Date \_\_\_\_\_  
\_\_\_\_\_

The City of Newark is developing plans to improve Broadway. Could you answer several questions concerning your use of the shopping area and give your opinion on local problems and needs?

1. What is the purpose of your trip here today?

\_\_\_\_ Shopping \_\_\_\_ Working \_\_\_\_ Personal Business \_\_\_\_ Other

2. Where do you shop most often? \_\_\_\_ Downtown Newark \_\_\_\_ Broadway

\_\_\_\_ Belleville \_\_\_\_ Bloomfield \_\_\_\_ Suburban Mall

\_\_\_\_ Other (Where)?

3. Where did you come from? \_\_\_\_ Home \_\_\_\_ Park \_\_\_\_ Other

Where? \_\_\_\_ Immediate Neighborhood (within 1 block)  
\_\_\_\_ Other parts of Newark  
\_\_\_\_ Belleville  
\_\_\_\_ Other

4. Approximately how many times a week do you come to Broadway to shop?

\_\_\_\_ Just five times ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

5. Generally, how much do you spend per shopping trip to Broadway?

\_\_\_\_ \$ 0 - \$10 \_\_\_\_ \$25 - \$40  
\_\_\_\_ \$10 - \$25 \_\_\_\_ \$50 or over

9. What type of store do you use most often? (Check one)

- ☐ Grocery ☐ Bank ☐ Clothing ☐ Restaurant ☐ Superstore  
☐ Furniture ☐ Service (barber, cleaning, etc.) ☐ Other

10. How do you usually travel here? Walk Drive Bus

Tram Others

11. Do you ever use this shopping area after 5 O'Clock?

Often Sometimes Never

12. How would you rate the following conditions in this shopping area (good, fair or poor)?

	Good	Fair	Poor	Don't Know
Quality of Merchandise				
Variety of Stores				
Service in Stores				
Appearance in Stores				
Appearance of Whole Area				
Availability of Parking				
Cost of Parking				
Traffic				
Lighting & Security				
Are there other problems you want to mention?				

10. What should the businesses and the City do to improve this shopping area (e.g., fix up storefronts, provide parking, attract new store types)?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

11. Please answer the following so we can find out who is served by this shopping area.

a) Are you Male Female

b. Single Married Head of household

c) Do you have children? ☐ Yes ☐ No (If yes, how many?) \_\_\_\_\_

d. Are you: ☐ Full-Time Employed ☐ Part-Time Employed

☐ Unemployed ☐ Student ☐ Retired ☐ Homemaker

e. Age: Under 20 20-50 50-65 over 65

f. Please check the current yearly income range for you:

\$ 0 - \$ 7,499 \$12,500 - \$14,999  
\$ 5,700 - \$ 9,999 \$15,000 - \$19,999  
\$10,000 - \$12,499 \$20,000 and Over

Please leave the completed survey form here. If you would like to check it at home please return it here or mail to:

Mr. Rick Young  
 Dept. of Planning and Community Development  
 City of Newark  
 930 Broad Street  
 Newark, New Jersey 07102

Nombre del  
Entrevistado \_\_\_\_\_

Area Designada \_\_\_\_\_

Area Comercial \_\_\_\_\_

Fecha \_\_\_\_\_

Hora \_\_\_\_\_

La Ciudad de Newark esta desarrollando planes para mejorar el Area Comercial de Broadway. ¿Podria usted contestar algunas preguntas con relacion al uso que usted hace de este sector comercial y darnos su opinion sobre los problemas locales y/o las necesidades?

1- ¿ Cual es la razon que tuvo para llegar aqui hoy?

\_\_\_ De Compras \_\_\_ Trabajo \_\_\_ Asuntos Personales \_\_\_ Otro

2- ¿ Dónde hace con mas frecuencia sus compras? \_\_\_ Pueblo de Newark

\_\_\_ Broadway \_\_\_ Belleville \_\_\_ Bloomfield \_\_\_ Suburban Malls

\_\_\_ Otro (donde?) \_\_\_\_\_

3- ¿ De donde viene ahora? \_\_\_ Casa \_\_\_ Trabajo \_\_\_ Otro

Lugar: \_\_\_ Vecindario Inmediato (dentro de unas tres cuadras)

\_\_\_ Otros lugares en Newark

\_\_\_ Belleville

\_\_\_ Otro \_\_\_\_\_

4- ¿ Aproximadamente, ¿Cuántas veces a la semana viene a hacer compras a Broadway? \_\_\_ Nunca \_\_\_ 1 Vez \_\_\_ 2 Veces \_\_\_ 3 Veces \_\_\_ 4 Veces

\_\_\_ 5 Veces \_\_\_ Mas

5- Generalmente, ¿ Cuanto dinero usted gasta en cada visita a Broadway?

\_\_\_ \$ 0 - \$10. \_\_\_ \$10. - \$25. \_\_\_ \$25. - \$49. \_\_\_ \$50. o mas

6- ¿ Que tipo de negocio usted visita con mas frecuencia?

\_\_\_ Biberes \_\_\_ Banco \_\_\_ Ropa \_\_\_ Restaurant \_\_\_ Farmacia \_\_\_ Booklaria

\_\_\_ Servicio (Barberia, lavanderia, etc.) \_\_\_ Otro

7- ¿ Que medio de transportacion usualmente toma para llegar aqui?

\_\_\_ Automovil \_\_\_ Autobus \_\_\_ Taximetro \_\_\_ Camina \_\_\_ Otro \_\_\_\_\_

8- ¿ Visita usted este area comercial pasadas las 5:00 de la tarde?

\_\_\_ Frecuentemente \_\_\_ Algunas veces \_\_\_ Nunca

9- ¿ Que evaluacion le da usted a esta zona comercial?

\_\_\_ Buena \_\_\_ Regular \_\_\_ Pobre \_\_\_ No Sebe

La Calidad de la mercancia

La variedad de negocios

Servicio a los clientes

	Buena	Regular	Pobre	No Sabe
La presentación de los negocios	_____	_____	_____	_____
Apariencia general del area	_____	_____	_____	_____
Disponibilidad de estacionamiento de autos	_____	_____	_____	_____
Costo por estacionamiento	_____	_____	_____	_____
Trafico	_____	_____	_____	_____
Iluminacion y Seguridad	_____	_____	_____	_____

¿Hay algun otro problema que desee mencionar? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10- A su entender, ¿qué deberían hacer la Ciudad y los dueños de negocios para mejorar esta zona comercial? (por ejemplo remodelar las entradas a frentes de los negocios, proveer estacionamiento, otros tipos de negocios)?

- 1- \_\_\_\_\_
- 2- \_\_\_\_\_
- 3- \_\_\_\_\_
- 4- \_\_\_\_\_
- 5- \_\_\_\_\_

11- Por favor conteste estas preguntas para poder determinar a quien le sirve este area comercial.

a- Sexo \_\_\_\_\_ Masculino \_\_\_\_\_ Femenino

b- \_\_\_\_\_ Casado(a) \_\_\_\_\_ Soltero(a) \_\_\_\_\_ O Calma de Familia \_\_\_\_\_

c- ¿Tiene niños? \_\_\_\_\_ Si \_\_\_\_\_ No \_\_\_\_\_ Si tiene niños, ¿cuantos? \_\_\_\_\_

d- ¿Esta usted \_\_\_\_\_ Empleado-tiempo completo \_\_\_\_\_ Tiempo-parcial \_\_\_\_\_  
Desempleado \_\_\_\_\_ Estudiando \_\_\_\_\_ Retirado \_\_\_\_\_ Ama de Casa?

e- Edad: \_\_\_\_\_ Menor de 30 \_\_\_\_\_ 30-39 \_\_\_\_\_ 40-49 \_\_\_\_\_ 50-59 \_\_\_\_\_ sobre los 60

f- ¿Cual es su salario aproximado anual?

_____ \$ 0 - \$ 7,499	_____ \$12,500 - \$14,999
_____ \$ 7,500-\$ 9,999	_____ \$15,000 - \$19,999
_____ \$10,000 - \$ 12,499	_____ \$20,000 - and over

12- Por favor entregue su formulario aqui. Si desea terminarlo en su casa puede devolverlo aqui o enviarlo por correo a:

Mr. Richard Young, P.P.,  
Economic Development Planner  
Office of Planning and Grantsmanship  
Economic Development Unit  
2 Cedar Street, 6th Floor  
Newark, New Jersey 07102

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WEDNESDAY, 10-11-11

10:00 AM - 11:00 AM - 12:00 PM - 1:00 PM - 2:00 PM - 3:00 PM - 4:00 PM - 5:00 PM - 6:00 PM - 7:00 PM - 8:00 PM - 9:00 PM - 10:00 PM - 11:00 PM - 12:00 AM



## INTRODUCTION

### MERCHANTS SURVEY METHODOLOGY

#### Questionnaire

The merchants survey questionnaire was designed to provide information on:

- turnover in store ownership
- employment generated by the commercial district
- level of customer activity
- area of "draw"
- commitments to area renewal
- relationship of merchants' objectives to shoppers' needs
- specific problems in operation and management

The survey form was also intended to elicit data that would be useful for the Task Five market analysis. A sample copy of the questionnaire is provided on the following page. In its layout, the form was designed to promote swift and complete responses.

#### Survey Procedure

The survey forms were distributed to Broadway merchants in February 1982, by members of the Newark Office of Planning and Grantsmanship. Distribution was concentrated in two major areas: lower Broadway, between 7th Avenue and Bloomfield Place; and along Broadway between Sylvan Avenue and Chester Avenue, where small concentrations of stores are located.

Merchants were provided with the forms and an introduction to the City's Broadway Corridor Planning effort. Subsequent, repeated visits were then made to retrieve the forms and replace lost forms. In addition, self-addressed envelopes were provided for mailing.

In spite of these survey efforts, only 24 forms were returned out of the 70 distributed. This low level response limits the conclusions which can be drawn from the data, however, important characteristics and concerns were identified through the survey. The survey information will be supplemented through continuing contacts with merchants and community organizations during the study.

## SURVEY RESULTS

The merchants survey responses are presented in several tables. The first provides a summary of responses over all the store types included. Averages and median data are given where appropriate. This table provides a quick overview of the merchants' responses.

The second set of tables identified individual responses, categorized according to SIC code. The first pages (Table 2a) show data on tenure, employees, relocation or remodeling plans and customer origin. Table 2b presents data on square footage, tax, rent and utilities and annual sales. Table 2c summarizes the problems of the area as perceived by the merchants, and the suggestions offered for area improvement.

### A. Years at Present Site

This question was posed to identify trends in occupancy turnover along the Broadway corridor. The 24 respondents averaged 14 years at their present sites, compared with a national average of less than half that figure. Occupancy ranged from three months to 70 years.

The average result should not be interpreted broadly as an assurance of stability, considering the many abandonments along Broadway. However, the responses do indicate the presence of certain long-lived "anchor" stores, who have thereby shown evidence of interest in and commitment to the area. For example, 8 respondents had been at their present location for 20 years or more.

### B. Employment

The majority of establishments employed full-time workers, and half used part-time employees. The maximum number of full-time employees was 17. Only seven establishments, though, employed five or more workers.

The survey data was used to obtain a rough estimate of the amount of employment currently generated by commercial activity in the Broadway corridor. Two alternative methods were used:

1. The total number of full-time employees was added to half the total number of part-time employees. This sum, 94, was divided by the number of establishments responding to produce an average number of employees per store. This average, 3.9, was multiplied by the total number of active establishments in the corridor (179) to obtain an estimated total of 700 employees.

3. The second estimate is derived from the average number of square feet per employee of those stores providing square footage data. The average was 1050 square feet per employee, a figure which was then divided into the total square footage of active commercial space in the corridor (346,610). This yielded a total of 330 employees for the corridor.

The range presented by the two methods illustrate the roughness of the estimate. The data suggests that about 330 to 700 jobs are generated by the corridor's commercial activity.

C. Plans for Improvement

Over one-half of the respondents indicated that they were planning to remodel their premises. Relatively few were considering relocation. Of the five establishments considering relocation, two specified relocation out of Newark.

D. Ownership Status

Of the 24 respondents, eleven owned their establishments, and thirteen rented. As expected, ownership appeared to be related to stability: the stores owned by respondents averaged 21.3 years at their present store, while renters averaged 7.5 years.

E. Customer Origin

The survey asked merchants to estimate the proportion of their customers coming from the neighborhood, from elsewhere in Newark, and from adjacent municipalities. The results indicated that the merchants rely heavily on the surrounding neighborhoods for customers. An overall average of 57% of customers were drawn from the neighborhood as shown in Table 1. The list below shows how the merchants allocated their highest percentages. For example, eighteen respondents considered that the greater proportion of their customers came from the neighborhood.

Neighborhood	18
Other Parts	
of Newark	9
Nearby Towns	6
Other	2

F. Size of Establishment and Financial Information

The range between mean and median establishment size shows the variability in scale of stores along Broadway. Largest stores included those selling furniture and clothing, and the smallest included service-oriented establishments.

Annual property taxes averaged \$5,920, and appeared to correspond roughly with size. Rent averaged \$373 per month. Five renters responding considered their rent to be too high. These respondents paid in the range of \$350 to over \$500. Seven respondents thought their rent (in the \$200-\$349 range) was fair.

The pattern of annual sales reported revealed a concentration at the upper end of the range, as shown by the frequency distribution below. Annual sales averaged \$277,000, while median sales were considerably less: \$199,000.

\$ 0	-	\$ 24,999	-	1
50,000	-	99,999	-	2
100,000	-	199,999	-	3
200,000	-	399,999	-	1
400,000+	-		-	7

Store types with a high volume of sales included furniture, drug and larger clothing stores. Those in the low part of the range included small grocery stores.

The survey also inquired whether the level of sales had increased or decreased in recent years. With the exception of a few high sales volume establishments, 82% of respondents indicated that sales had declined.

#### B. Commitment to Area Renewal

A considerable majority (85%) of the merchants responding indicated a willingness to make property improvements if the City and their neighbors did likewise. Few responded to the issue of paying more rent for improved space, but five out of nine respondents were willing.

#### C. View of Area Problems

Most prominent among the area's problems, as reviewed by the merchants, are the issues of crime and inadequate security. Several merchants had experienced break-ins, and others were disturbed by loiterers and drinkers. Some mentioned problems in finding employees, due to the fear of area crime. In general, respondents felt that improved patrolling, police response, and law enforcement were needed. The importance of having a visible police presence was stressed by several.

Deterioration and property abandonments were also mentioned as principal area problems; together with generally poor area appearance. Suggestions for improvement included cleaning and repair of streets and sidewalks and more litter baskets; building improvements and replacement of deteriorated abandonments.

Parking problems were noted by several merchants in the lower Broadway area. Parking facilities were considered insufficient and meter restrictions were regarded as inadequately enforced.

TABLE 1

MERCHANTS SURVEY  
SUMMARY OF RESULTS  
BROADWAY CORRIDOR STUDY

1. Average Years At Present Site:	14
2. Average Employees Per Establishment:	
Full Time	4
Part-Time	8
3. Plans to: Remodel	
Yes	11
No	10
No Response	3
Relocate	
Yes	3
No	13
No Response	6
4. Ownership of Establishment:	
Own	16
Rent	14
5. Origin of Customers (Average Percentages)	
Neighborhood	57%
Other Parts of Newark	20%
Nearby Towns	18%
Other	5%
6. Square Feet Per Establishment:	
Average of Respondents	9,200
Median	2,200
7. Annual Property Tax:	
Average of Respondents	\$5,920
Median	\$3,700
8. Monthly Rent:	
Average	\$ 373
Median	\$ 220
9. Monthly Utility Costs	
Average	\$ 420
Median	\$ 237

Table 1  
(Cont'd)

---

10. Annual Sales:		
Average		\$277,000
Median		\$199,000
11. Sales Trend in Recent Years:		
Decreased		18
Increased		4
No Response		2
12. Willingness to Improve if Others Did:		
Yes		18
No		3
No Response		3
13. Willingness to Pay More Rent if Property Improved		
Yes		5
No		4
No Response		8

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Source: Candeb, Fleissig and Associates, 1982

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TABLE 2a

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	YEARS AT SITE	EMPLOYEES		PLANS		OWNERSHIP	ORIGIN OF CUSTOMERS			
			FULL TIME	PART TIME	REMODEL	RELOCATE		NEIGHBOR- HOOD	OTHER NEARBY	NEARBY TOWNS	OTHER
72	Travel Agent	6	1	0	Yes	No	Rent	20%	60%	10%	10%
78	Gifts	2	1	1	Yes		Rent	10%	30%	30%	
	"	2	1	0	Yes		Own	25%	25%	25%	25%
59	Liquors	10	1	2	Yes	Yes	Rent	50%	10%		
59	Drugs	12	4	1	No	No	Own	10%	2%	1%	
"	"	2	4	6	No	No	Own	30%	2%	2%	
54/78	Gas Station	10	1	0	No	Yes Out of City	Own	20%	20%		
		12	1	4	Yes	No	Rent	50%		50%	
54	Grocery	10	10	10	Yes	No	Own	50%		50%	
"	Candy	4.5	1	-	-	-	Rent	100%			
	Grocery	2	1	0			Rent	100%			



TABLE 2a

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	YEARS AT SITE	EMPLOYEES		PLANS		OWNERSHIP	ORIGIN OF CUSTOMERS			
			FULL TIME	PART TIME	REMODEL	RELOCATE		NEIGHBOR- HOOD	OTHER NEWARK	NEARBY TOWNS	OTHER
57	Furniture	33	4	2	Yes	No	Own	10%	60%	30%	-
58	"	9	3	0	Yes	Yes On Bldg	Rent	25%	25%	25%	25%
59	"	22	15	0	No	No	Own	10%	80%	10%	-
60	"	2	1	1	Yes	No	Rent	15%	15%	15%	-
66	Clothing	6	0	1	-	-	Rent	50%	10%	-	-
67	"	22	1	1	No	Yes	Own	80%	-	10%	10%
68	"	4	1	1	No	No	Own	100%	-	-	-
69	"	70	11	1	No	No	Own	20%	30%	50%	-
70	"	14	17	1	No	No	Rent	70%	20%	10%	-
80	Insurance	20	1	1	No	No	Rent	10%	10%	40%	40%
72	Shoe Repair	14	1	1	No	Yes Out of Newark	Rent	70%	10%	10%	-

TABLE 2a

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	YEARS AT SITE	EMPLOYEES		PLANS		OWNERSHIP	ORIGIN OF CUSTOMERS			
			FULL TIME	PART TIME	REMODEL	RELOCATE		NEIGHBOR- HOOD	OTHER MARKET	NEARBY TOWNS	OTHER
NR	NR	3	5	9	No	No	Rent	50%	50%	25%	-
NR	NR	3	3	6	Yes	-	Rent	70%	20%	10%	-

Source: Candoub, Fleissig and Associates, 1982

NR: No Response

TABLE 2b  
MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	SQUARE FOOTAGE	ANNUAL PROPERTY TAX	MONTHLY RENT	MONTHLY UTILITIES	ANNUAL SALES	SALES TREND	WOULD IMPROVE IF OTHERS DID	WOULD PAY MORE RENT FOR IMPROVED SPACE
57	Furniture	15,000	\$10,000	-	\$400	\$100,000-199,000	Down	Yes	-
		NR	-	\$300+	\$150	\$400,000+	Down	Yes	No
		15,000	\$ 5,000	-	\$400	\$400,000+	Up	Yes	-
		NR	-	NR	NR	NR	Down	Yes	NR
58	Clothing	NR	NR	\$350-\$499	\$180	\$50,000-\$99,999	Down	Yes	No
		1,200	NR	-	\$125	NR	Down	No	-
		1,500	\$ 1,900	-	\$100	\$50,000-\$99,999	Down	Yes	-
		15,000	\$30,000	-	\$150	\$400,000+	Down	Yes	NR
		12,000	-	\$800+	-	\$400,000+	Up	No	NR
60	Insurance	900	\$ 2,600	-	\$150	\$400,000+	Up	Yes	-
70	Shoe Repair	400	-	\$250-\$349	\$ NR	Under \$24,999	Stable	No	No

TABLE 2b

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	SQUARE FOOTAGE	ANNUAL PROPERTY TAX	MONTHLY RENT	MONTHLY UTILITIES	ANNUAL SALES	SALES TREND	WOULD IMPROVE IF OTHERS DID	WOULD PAY MORE RENT FOR IMPROVED SPACE
73	Travel Agent	NR	-	\$250-\$349	\$ 40	NR	Down	Yes	Yes
NR	Gifts	NR	-	NR	NR	NR	Down	Yes	NR
NR	"	NR	NR	\$250-\$349	NR	NR	Down	NR	NR
NR	Liquors	700	-	\$250-\$349	\$ 300	\$100,000-\$199,000	Down	Yes	Yes
NR	Drugs	1,500	\$3,500	-	\$300-\$350	\$200,000-\$399,000	Down	Yes	NR
NR	"	9,000	\$3,700	-	\$400	\$400,000+	Up	Yes	NR
55/75	Gas Station	22,625	\$4,200	-	\$270	NR	Down	NR	NR
NR	"	40,000	\$7,000	\$800	\$1,600	\$400,000+	Down	Yes	Yes
NR	Grocery	NR	\$1,300	-	NR	NR	NR	Yes	NR
NR	Candy	NR	-	\$200-\$249	\$ 60	\$0-\$24,999	Down	NR	NR
NR	Grocery	2,200	-	\$250-\$349	\$250	\$0-\$24,999	Down	Yes	Yes

TABLE 2b  
MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

SIC CODE	BUSINESS TYPE	SQUARE FOOTAGE	ANNUAL PROPERTY TAX	MONTHLY RENT	MONTHLY UTILITIES	ANNUAL SALES	SALES TREND	WOULD IMPROVE IF OTHERS DID	WOULD PAY MORE RENT FOR IMPROVED SPACE
NR	NR	NR	-	\$250 \$349	\$400	\$100,000- \$199,999	NR	Yes	No
NR	NR	NR		\$250	\$500- \$999	NR	Down	Yes	Yes

Source: Candeb, Fleissig and Associates, 1982

NR: No Response

TABLE 2c

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY  
NEWARK, NEW JERSEY

PROBLEMS OF THE BUSINESS AREA	NO. OF RESP.	% OF RESP.	SPECIFIC BUSINESS PROBLEMS	NO. OF RESP.	% OF RESP.	SUGGESTIONS FOR AREA IMPROVEMENT	NO. OF RESP.	% OF RESP.
Lack of Security	24	21	Crime/Inadequate Protection	13	40	Better, More Visible patrols and Law Enforcement	18	31
Property Abandonment and Deterioration	21	18	Drinking, Drugs and Loitering in Area	5	16	Improve Buildings	7	12
Appearance	17	15	Inadequate Parking	4	12	Street & Sidewalk Cleaning & Repair	5	9
Parking	15	13	Poor Appearance	4	13	Better Parking	5	9
Lack of Quality Stores	10	9	Low Customer Traffic	2	6	Area Beautification	4	7
Lack of Residential Support Base	8	8	Poor Facilities	2	6	Provide low interest and other merchant aid	4	7
Lack of Store Types	7	6	Difficult to find workers (fear of crime)	2	6	Demolish Abandonments	3	5
Competitive Shopping Area	4	4				Better Lighting	3	5
						More, Better Housing	3	5
						Provide Litter Baskets	2	3

TABLE 2c

MERCHANTS SURVEY  
BROADWAY CORRIDOR STUDY

PROBLEMS OF THE BUSINESS AREA	NO. OF RESP.	% OF RESP.	SPECIFIC BUSINESS PROBLEM	NO. OF RESP.	% OF RESP.	SUGGESTIONS FOR AREA IMPROVEMENT	NO. OF RESP.	% OF RESP.
Unsatisfactory Service by Merchants	3	3				Rebuild City Image Publicize Areas	2	3
	115	100		12	100	Enforce Parking Meters	1	2
						Change Lower Broadway to Two-Way Street	1	2
							58	100

Source: Candeub, Fleissig and Associates, 1982

BUSINESS SURVEY  
COMMERCIAL CORRIDORS STUDY  
NEWARK, NEW JERSEY

Corridor \_\_\_\_\_

The City of Newark is undertaking a planning program for the Broadway Commercial district. The purpose of this plan is to (1) identify major problems and obstacles (2) develop strategies for improvement of the area, and (3) recommend and schedule improvement actions by both the public and private sectors.

Your help is requested in completing the following questionnaire to identify both problems of your business area in general, and problems of your establishment in particular. This information will be incorporated into the corridor plan in order to support existing businesses as much as possible. The information you provide will remain confidential.

YOUR NAME \_\_\_\_\_ POSITION \_\_\_\_\_

NAME OF BUSINESS \_\_\_\_\_

ADDRESS OR ADDRESS \_\_\_\_\_

1. How long have you been at this location? \_\_\_\_\_

2. Number of Employees: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

3. Are you considering remodeling \_\_\_\_\_ Relocation? \_\_\_\_\_

If relocation, where? \_\_\_\_\_

4. Hours of Operation: Weekdays \_\_\_\_\_ to \_\_\_\_\_, Weekends \_\_\_\_\_ to \_\_\_\_\_

5. What percent of your customers come from:

\_\_\_\_\_ Immediate neighborhood (Walk-in-business)

\_\_\_\_\_ Other parts of Newark

\_\_\_\_\_ Nearby towns (Belleville, Bloomfield)

\_\_\_\_\_ Other \_\_\_\_\_

6. Do you \_\_\_\_\_ Own \_\_\_\_\_ Rent your space?

Approximate square footage used \_\_\_\_\_

7. If you own, what is your annual property tax? \_\_\_\_\_

8. If you rent, what is your monthly rent?

_____ \$ 0 - \$149	_____ \$250 - \$349
_____ \$150 - \$199	_____ \$350 - \$499
_____ \$200 - \$249	_____ \$500 or more

9. Do you think that this rent is: \_\_\_\_\_ fair \_\_\_\_\_ too high?

10. If you pay utilities on your space what is your average monthly bill? \_\_\_\_\_

11. Which of the following categories includes your annual sales volume or business receipts:

_____ \$ 0 - \$24,999	_____ \$100,000 - \$199,999
_____ \$25,000 - \$49,999	_____ \$200,000 - \$399,999
_____ \$50,000 - \$99,999	_____ \$400,000 or more

Please turn over



22. In recent years, have your sales increased \_\_\_\_\_ or decreased \_\_\_\_\_?

23. Major Obstacles: What do you feel are the five most serious factors limiting your business area? Rank from 1-5 (most serious)

\_\_\_\_\_ Traffic Access

\_\_\_\_\_ Parking

\_\_\_\_\_ Appearance

\_\_\_\_\_ Lack of Quality Stores

\_\_\_\_\_ Lack of Street Types (WALK, BIKWAY?)

\_\_\_\_\_ Unsatisfactory Service by Merchants

\_\_\_\_\_ Lack of residential support base

\_\_\_\_\_ Lack of security

\_\_\_\_\_ Competitive shopping areas

\_\_\_\_\_ Property abandonment and physical deterioration

Other: \_\_\_\_\_

24. Specific problems of your business (such as parking, location, space, handicaps, employees, etc.)

25. Suggestions for improving the area.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

26. Would you consider spending money to improve your building or store if your neighbors and the City also made improvements? ☐ Yes ☐ No

27. If you rent, would you be willing to pay more rent for improved space?  
Yes ☐ No ☐

La Ciudad de Newark esta desarrollando un plan para el area de Broadway cuyos prepositos son los de identificar los problemas mas serios y contratiempos y desarrollar estrategias para el mejoramiento del area y la recomendación de un plan de acción por ambos el sector publico y privado.

Su ayuda es esencial al completar este formulario para así poder indentificar ambas necesidades o problemas: los problemas que existan en su area y los problemas de su negocio en particular. Esta informacion habra de ser incluida en el plan general tratando de conseguir la mayor ayuda posible. Esta informacion sera mantenida confidencialmente.

SU NOMBRE \_\_\_\_\_ POSICION \_\_\_\_\_

NOMBRE DEL NEGOCIO \_\_\_\_\_

PRODUCTO O MERCADERIA O TIPO DE SERVICIO QUE OFRECE \_\_\_\_\_

1- ¿ Cuanto hace que esta establecido aqui? \_\_\_\_\_

2- ¿ Cuantos empleados tiene? Tiempo-completo \_\_\_\_\_ Tiempo-parcial \_\_\_\_\_

3- ¿ Considera hacer arreglos a su negocio? \_\_\_\_\_ Mudarse? \_\_\_\_\_

Si piensa mudarse, ¿ a donde? \_\_\_\_\_

4- Horas de Operación: Durante la Semana \_\_\_\_\_; Fines de Semana \_\_\_\_\_

5- ¿ Que % de sus clientes vienen del \_\_\_\_\_

Vecindario inmediato

Otras partes de Newark

Pueblos cercanos

Otro \_\_\_\_\_

6- ¿ Es usted propietario del local o lo arrienda?

Arriendo \_\_\_\_\_ Soy dueño \_\_\_\_\_ Pies cuadrados \_\_\_\_\_

7- Si es dueño, ¿ Que impuestos a la propiedad paga anualmente? \_\_\_\_\_

8- Si arrienda el lugar, ¿ Cuanto paga el mes? \_\_\_\_\_

\$ 0 - \$149.	\$250. - \$349.
\$ 150. - \$199.	\$350. - \$449.
\$ 200. - \$249.	\$500. o mas

9- ¿ Que piensa usted de la renta? \_\_\_\_\_ Es Justa \_\_\_\_\_ Muy Cara

10- ¿ Estan las utilidades incluidas en su pago de arrendamiento mensual? \_\_\_\_\_ Si \_\_\_\_\_ No

11- ¿ Dentro de cual de las siguientes categorias entra su volumen de ventas anuales? \_\_\_\_\_

\$ 0 - \$24,999	\$100,000 - \$199,999
\$ 25,000 - \$49,999	\$200,000 - \$399,999
\$ 50,000 - \$99,999	\$400,000 o mas

12- En los últimos años sus ventas han \_\_\_\_\_ aumentado \_\_\_\_\_ bajado?

- 13- Los problemas mas serios: ¿Cuáles le su entender son los mas graves en esta area de los que siguen? Del 1 al 5 enumere los mas serios.

<input type="checkbox"/> Acceso de automoviles	<input type="checkbox"/> Vandalismo
<input type="checkbox"/> Estacionamiento	<input type="checkbox"/> Mal Servicio por Comerciantes
<input type="checkbox"/> Apariencia	<input type="checkbox"/> Falta de Seguridad
<input type="checkbox"/> Falta de tiendas de calidad	
<input type="checkbox"/> Falta de otros tipos de negocios	De que clase?
<input type="checkbox"/> Competencia	<input type="checkbox"/> Propiedades Abandonadas
	<input type="checkbox"/> Otro

- 14- Especifique los problemas que afectan su negocio (tales como estacionamiento, ubicacion, tamaño, tobes, empleados, etc.)

15- 1- \_\_\_\_\_  
2- \_\_\_\_\_  
3- \_\_\_\_\_  
4- \_\_\_\_\_  
5- \_\_\_\_\_  
Sugerencias para mejorar el area:  
1- \_\_\_\_\_  
2- \_\_\_\_\_  
3- \_\_\_\_\_  
4- \_\_\_\_\_  
5- \_\_\_\_\_

- 16- ¿ Consideraria invertir dinero en hacer mejoras a su negocio si sus vecinos y la Ciudad tambien hicieran mejoras? ☐ Si ☐ No

- 17- ¿ Si usted arrienda el lugar, ¿ estaria dispuesto a pagar una mensualidad mayor como resultado de mejoras a su negocio? ☐ Si ☐ No

100% WED

LEASING FROM BARKET LINDENHOLM

RENTAL CONTRACTS

RENTAL CONTRACTS

## INTRODUCTION

### PURPOSE AND SCOPE

This technical report is completed in compliance with the objectives of Task Five of the Basic Work Program, which calls for a market assessment of the Broadway commercial corridor. Specifically, Task Five calls for the following five work items:

- A final delineation of the market or trade area of the corridor, based upon the results of the land use analysis, shoppers and merchants surveys and analysis of nearby corridors or clusters of development.
- A description of the existing retail-service commercial strip in terms of the number and types of stores, physical conditions, usage patterns.
- Description of the location and characteristics of adjacent neighborhood centers.
- Demographics of the trade area residents, to the extent that data permits.
- Analysis of the existing area in the context of its trade area potential, with conclusions about the suitability or adequacy of the existing stores.

### DATA SOURCES

Basic data on population, income and retail trade was presented in the Technical Report to Task One, and the data sources are listed therein. For the purpose of this task, extensive use is made of the survey of shoppers, conducted in January, 1982. Basic survey results are reported in the Task Three report, but additional cross-tabulations, made for this analysis, are included in this report.

Surveys of local merchants, Task Four, were also used in the market assessment.

A major reference that is not local, but which is used extensively in market analysis, is:

Consumer Expenditures Survey 1972-1973, U.S. Department of Labor. This survey of U.S. households shows, in detail, how income is spent on goods and services, for various income levels, by broad region of the country. It was used to calculate the expenditure potentials of the trade area population.

Other data sources include the file material compiled by CFA on the retail industry over the course of numerous studies completed in cities of all sizes.

#### DEFINITION OF TERMS

Trade Area is the geographic area containing the people or households who provide most of the business (50% or more) for a particular store or group of stores.

Convenience Goods and Service are those which are needed immediately and/or often, and which are purchased where it is most convenient for the shopper.

Specialty Goods and Services are those for which shoppers will take more care, and spend more time and energy in purchasing.

Shoppers Goods are those which draw forth the utmost in time, effort and the desire for comparison shopping.



## TRADE AREA

### DELINEATION

The preliminary trade area shown in Task One was based on some generalized considerations of:

1. The types of stores on Broadway
2. The location and size of adjoining commercial areas
3. Major physical barriers like the river, railroad tracks, etc.
4. Public transportation to and from Broadway

The finalized trade area boundaries shown in this section have been modified on the basis of information gathered and generated by the study. To be specific:

1. The surveys of merchants and shoppers gave information on the extent of the trade area and the importance of other nearby areas.
2. Extensive census data by census tract, and more limited data by block allowed a close examination of economic and other characteristics of the population.
3. Field inspections provided more exact data on the size and probable strength of other nearby commercial areas.

The most important revision between preliminary and final trade areas was the recognition that the Broadway retail corridor has a dual nature, and the changes in the trade area that this dictated. Briefly, the northern section of the strip, from Belleville to Second Avenue at least, has scattered commercial development that is strongly oriented to convenience goods and services. The southern section focused around the merger with Bloomfield Avenue, is much more densely developed, and the emphasis is on specialty or shoppers goods. For this reason, the trade area is shown in two parts:

1. A narrow rectangle bordered by Summer Avenue and the Passaic River, for convenience goods.
2. A broader specialty/shopper goods trade area that bulges especially at the southern end. In the north, expansion is hampered by a change in socioeconomic status west of Mt. Pleasant Avenue, and the competition of Bloomfield and other parts of Newark for these residents.



## DEMOGRAPHICS

Table 1 shows the 1970-1980 population change in the trade area. The smaller area -- for convenience goods -- lost over 16 percent of its population in the 1970's, going from 22,011 in 1970 to 18,355 in 1980. This loss reflects the many burned out or abandoned buildings on Broadway.

The balance of the trade area also lost residents, over 2,200, with the result that the trade area for shoppers goods stood at 42,065 in 1980 in contrast to 47,941 in 1970. The rate of loss, 12.3%, was below the City's rate of loss in the 1970's. This is a hint that the stores on lower Broadway that draw from this larger area have a better potential than the stores on the upper parts of the corridor.

Additional information is shown in Table 2, but it must be noted that these figures are for entire census tracts, including portions of those that are not in the trade area. Some very broad generalizations can be made:

1. The residents of the "inner" or convenience goods trade area probably have lower incomes than residents of the outer area. This is shown by the median rent levels, and by the median housing values.
2. Not only do they have less income, but there are more persons per household.
3. Some parts of the shoppers goods trade area probably do not shop on Broadway. Those portions of tracts 90, 94 and 95 that account for the high rents and \$40,000 homes have capacity to shop in Bloomfield-Montclair or in the suburban shopping centers.

These trade area characteristics will be elaborated upon in the section dealing with retail expenditures.

TABLE 1

POPULATION CHANGES  
IN THE TRADE AREA  
BROADWAY COMMERCIAL CORRIDOR

Trade Area for Convenience Goods

Census Tract	1970	1980	Change	
			Number	%
87 - part	3,757	2,671	- 1,086	- 28.9
92 - part	3,759	1,675	- 2,084	- 55.4
93 - part	4,376	4,464	88	2.0
96 - entire	6,747	6,004	- 743	- 11.0
97 - part	3,372	3,541	169	5.0
Subtotal	<u>22,011</u>	<u>18,355</u>	<u>- 3,656</u>	<u>- 16.6</u>

Additional Area for Shoppers Goods

Census Tract	1970	1980	Change	%
85 - part	297	121	- 176	- 59.3
86 - part	4,767	4,858	91	1.9
87 - balance	1,494	1,673	179	12.0
88 - entire	3,012	1,834	- 1,178	- 39.1
89 - entire	2,614	2,334	- 280	- 10.7
90 - part	2,820	1,388	- 1,432	- 50.8
91 - part	3,184	3,319	135	4.2
94 - part	2,587	2,506	- 81	- 3.1
95 - part	2,714	3,898	1,184	5.0
97 - balance	1,441	1,779	338	23.4
Subtotal	<u>25,910</u>	<u>21,710</u>	<u>- 4,200</u>	<u>- 16.2</u>
Total	<u>47,941</u>	<u>40,065</u>	<u>- 7,876</u>	<u>- 16.4</u>

Source: U.S. Bureau of the Census, 1970, 1980

TABLE 2

HOUSEHOLD CHARACTERISTICS, 1980  
CENSUS TRACTS IN THE TRADE AREA  
BROADWAY COMMERCIAL CORRIDOR

	Persons		RENTER HOUSEHOLDS		OWNER HOUSEHOLDS	
	Per Household	Total Household	%	Median Rent	%	Median House Value
<u>Trade Area for Convenience Goods</u>						
<u>Census Tract</u>						
87*	3.05	1,360	77.8	\$176	72.4	\$19,900
92*	3.08	889	84.3	187	15.7	20,800
93*	3.11	1,698	80.5	204	19.5	26,400
96	3.56	1,685	82.1	142	17.9	21,800
97*	3.01	1,756	80.6	201	19.4	25,600
Unweighted Average	3.16	-	81.0	\$182	19.0	\$22,900

Additional Area for Shoppers Goods

<u>Census Tract</u>						
85**	2.86	292	81.2	\$154	18.8	\$21,400
86	2.97	2,117	99.1	140	0.9	22,500
88	3.04	603	80.6	159	19.4	17,500
89	3.12	748	78.9	178	21.1	21,900
90	2.03	684	97.7	249	2.3	37,500
91**	3.12	1,063	75.5	194	24.5	21,400
94**	2.36	2,507	75.9	205	24.1	49,000
95**	2.76	2,272	74.7	217	25.3	44,500
Unweighted Average	2.78	-	83.0	\$187	17.0	\$29,500

\* Split between trade areas. Mostly in the convenience goods trade area.

\*\* Only part of the tract is in the trade area.

Source: U.S. Bureau of the Census, 1980

## EXISTING CORRIDOR CONDITIONS

### COMMERCIAL ACTIVITY

There are approximately 174 retail and service establishments in the Broadway corridor, containing an estimated 340,855 square feet of floor space. The inventory of establishments and floor space is shown in Table 3.

The Broadway corridor is long, and the establishments and floor space, as noted, are concentrated in one large node near Bloomfield Avenue, then very thinly spread along the balance of Broadway. There are many blocks with no retail uses at present.

At least 42% of the establishments are providers of convenience goods and services. The rest are divided among shopper goods, specialty goods and miscellaneous services, as shown below:

<u>Type</u>	<u>Score</u>	<u>Square Feet</u>
Convenience	73	123,480
Shoppers	32	103,625
Miscellaneous Retail	27	56,145
Auto-Related	24	29,750
Other Services	18	27,855

The "miscellaneous retail" and "other services" categories include some specialty stores and services that can be indicators of retail strength beyond the level of convenience goods.

The number of vacant usable commercial establishments, 30 or 14.7% (17.5% if floor space is the indicator) actually understates the impact of a personal inspection of Broadway, since it excludes the many unusable stores which line the street, and which are now beginning to be cleared.

### ADJOINING SHOPPING AREAS

The final delineation of a market area is based in part on a review of adjoining commercial strips. Because of Broadway's nature as a convenience goods-dominated corridor, the emphasis was on reviewing similar concentrations of commercial establishments. Six such areas were identified. They are discussed in this section and quantitatively summarized in Table 4.

The review of competitive areas revealed that certain commercial strips contained both higher levels of shopper activity and a wider variety of particular store types. An asterisk beside three store types, Shoppers or Comparison, All Other Retail and Other Service, indicates the store categories which the survey has found contribute to the overall commercial strength of a corridor.

TABLE 3

EXISTING COMMERCIAL SPACE  
BROADWAY COMMERCIAL CORRIDOR

SID	STORE TYPE	# OF STORES	SQUARE FEET	AVERAGE SQ. FEET	PERCENT OF TOTAL STORES	80. FT.
52	BUILDING MATERIALS	4	20050	5013	2.30	5.88
53	VARIETY GOODS	2	5000	2500	1.15	1.47
54	GROCERY AND OTHER FOODS	20	45475	2274	11.49	13.34
55, 75	AUTO-RELATED GOODS, SVCS.	24	29750	1240	13.79	8.73
56	CLOTHING	15	52350	3490	8.62	15.36
57	APPLIANCES, FURNITURE	15	46275	3085	8.62	13.58
58	RESTAURANTS, LUNCH, BARS	34	54915	1615	19.54	16.11
59	DRUG AND HEALTH AIDS	3	3200	1067	1.72	0.94
59	MISCELLANEOUS RETAIL	23	36095	1569	13.22	10.59
72	PERSONAL SERVICES	14	19590	1243	9.20	5.84
73	BUSINESS SERVICES	4	4080	1020	2.30	1.20
74	REPAIRS, EXCEPT AUTO	6	9150	1525	3.45	2.68
74	ENTERTAINMENT	4	5725	1431	2.30	1.68
80, 63	FINANCE, INSURANCE, R.E.	4	8900	2225	2.30	2.61
	TOTAL ACTIVE	174	340855	1959	100.00	100.00
	VACANT USABLE SPACE	30	72290	2410	14.71	17.50
	TOTAL INVENTORY, COMM.	204	413145	2025	(VACANCY RATE)	

SOURCE: CANDEUB, FLEISIG AND ASSOCIATES

FIELD SURVEY, DEC. 1991

### Washington Avenue, Belleville

Washington Avenue is the continuation of Broadway in Belleville. The section surveyed is six blocks long, extending from Mill Street to Rutgers Street. This encompasses most of the Belleville "downtown", an area which now shares commercial activity with new shopping centers at Joralemon and Main Streets and along Franklin Avenue. Most of Washington Avenue has on-street metered parking, and there is one municipal lot. Most stores do not have off-street parking, but congestion does not get as bad as lower Broadway where double parking is common.

With 59 stores, Washington Avenue contains the largest number of vacant and occupied commercial establishments of all the adjoining corridors. Concurrently, its vacancy rates are among the highest of the adjoining areas with approximately 24 percent of the stores unoccupied. Convenience goods stores dominate the strip as do auto-related businesses including gas stations, body shops and supply stores. Shoppers goods stores consisting of clothing, appliance, furniture and the other services category, including firms such as travel agencies and banks, are also fairly well represented in comparison to other adjoining commercial areas.

### Verona Avenue

This street is perpendicular to Broadway. The survey covered the two or three blocks between Broadway and Mt. Prospect Avenue. This is a short distance with only a few stores, but could not be ignored because of its close location.

As Table 4 indicates, Verona Avenue has the smallest number of stores of the competing shopping areas. One-third of Verona Avenue's businesses are devoted to the sale of convenience goods and services. There are bars and liquor stores but their corner locations made them be counted on Summer or Mt. Prospect Avenues.

### Summer Avenue

This street runs parallel to Broadway for its entire length, ranging from 1 to 3 blocks to the west. It is predominantly a residential street and parking is inadequate for commercial activity. Double parking is common, and there is also a bus route (112) that traverses Summer Avenue from Verona Avenue to East Second Avenue. Commercial development on Summer Avenue is not intensive, but it is located in the areas where Broadway is weaker (i.e., north of Arlington Avenue). Unfortunately, Summer Avenue has developed some resemblance to Broadway with a number of burned-out and/or abandoned residential apartment buildings.

TABLE 4  
SHOPPING AREAS COMPETITIVE  
TO THE BROADWAY COMMERCIAL CORRIDOR

STORE TYPE	NUMBER OF STORES, BY AREA					
	WASHINGTON AVENUE, BELLEVILLE	VERONA AVENUE	SUMMER AVENUE	BROAD STREET	BLOOMFIELD AVENUE	MT. PROSPECT AVENUE
Convenience (Retail & Service)	13	4	12	13	17	22
*Shoppers or Comparison	7	-	-	2	3	4
Auto-Related	10	3	1	3	3	3
*All Other Retail	7	3	6	11	3	13
*Other Service	4	1	4	3	4	7
Sub-Total	44	10	20	32	40	50
Vacant	14	1	13	3	3	4
Total	59	11	33	35	43	54
Vacancy Rate	23.7%	9.1%	28.8%	15.4%	4.9%	7.4%

\*Indicators of Strength: Refer to Text

Source: Field Survey, March 13, 1992

Vacancy rates along Summer Avenue rank the highest of any of the other competitive areas. Approximately 29 percent of the street's 38 stores are vacant. When compared to the adjoining areas, Summer Avenue has the smallest amount of establishments. Auto-related and convenience goods-services are heavily represented with 17 of the 27 stores. There are no shoppers or comparison type stores.

#### Lower Broad Street

Broad Street runs parallel to Broadway, from Harvey Street to Broadway's southern terminus. For most of this section Broad Street is residential -- north of Gouvernor Street there is probably only one luncheonette and one bar. South of the merger with Broadway, however, commercial uses expand rapidly as Broad Street leads into Newark's CBD. The survey stops, somewhat arbitrarily at Orange Street as a dividing line between lower Broad Street and the beginning of the CBD.

Broad Street's commercial activity is in the "all other" retail category. Stores included in this classification include florists, jewelry, liquor stores and bars. Seven out of the eleven stores characterized as this type were bars and liquor stores, indicating that specialty stores were not represented as strongly as in a strip like Bloomfield Avenue, and pointing to this part of Broad Street as patronized by transients. Stores containing shoppers or comparison goods were in short supply with only 1 store out of a total of 33 falling into this category. The vacancy rate is relatively low however, compared with Broadway, Summer Avenue and Washington Avenue.

#### Bloomfield Avenue

This street which runs from Broadway through Newark, Bloomfield, Montclair, etc., to West Caldwell, is one of the major commercial strips in Newark and the other communities through which it passes. The survey was limited to a very small segment of 4 or 5 blocks from Webster Street to Mt. Prospect Avenue. (The block between Webster and Broadway was excluded because it is virtually a part of the Broadway node, rather than an adjoining area.)

Bloomfield has many indicators of a strong community-wide shopping center. One-eighth of its stores are shoppers goods, another 40% are in the "other" retail and service categories -- in this case, not bars or liquor stores, but record shops, travel agents, realtors and other establishments that are clearly not "convenience". The vacancy rate, 4.8% or only 2 stores, was the lowest among all areas surveyed.



### Mt. Prospect Avenue

This street is included in the survey to emphasize that there is little probability that stores on Broadway can draw from the west. It parallels Broadway from Bloomfield Avenue to the city line. In addition to Summer Avenue which has only convenience stores, Mt. Prospect is situated another 2 blocks to the west, and it has a fuller mix of stores. Mt. Prospect has two supermarkets and three drugstores, both of these types of stores are scarce in Newark.

### Other Areas

Areas that were not surveyed, but which nevertheless act to circumscribe the Broadway corridor's trade area include: the Newark CBD to the south, the rest of Bloomfield Avenue into Bloomfield, and Bloomfield center to the west, and the Pathmark, Grand Union and K-Mart shopping centers in Belleville to the north.

### CORRIDOR TRANSPORTATION

The Broadway Corridor is well served by public transportation, and as will be shown, this is apparently of great importance in determining who shops there. Taking lower Broadway as the focus, the No. 27 bus brings in customers from Mt. Prospect Avenue, the No. 112 from Summer Avenue and the Nos. 13 and 18 from Broadway. Several lines can collect customers from along Bloomfield Avenue.

## ANALYSIS OF MARKET POTENTIAL

### CUSTOMER CHARACTERISTICS

The survey of shoppers is tabulated and discussed in the Task III report. Some of the important points are repeated and elaborated upon here.

The major items gained from analysis of the survey are:

1. Virtually all of the responses came from lower Broadway, therefore the sample typifies shoppers at the grouping of stores near Bloomfield Avenue.
2. There is an extremely high dependence on bus transportation. This is both an indication of lower incomes, and a trade area that is strongly shaped by public transit routes.
3. Two-thirds (66%) of the survey respondents were Hispanic. These customers also came from a broader section of the city, indicating perhaps a loyalty to Hispanic store proprietors.
4. Downtown Newark is the only competitive area mentioned by respondents. This can be interpreted several ways:
  - They come to Broadway for shoppers goods, and the Newark CBD has the only comparable selection.
  - Because of their reliance on public transit, the Newark CBD is the only alternative area they can reach.
  - Area residents who can afford to travel to and shop in the malls or Bloomfield or Belleville, simply do not patronize the Broadway stores.

### INCOME AND EXPENDITURES

Table 5 shows that for convenience goods stores on Broadway the Trade Area, as shown in the map, consists of 18,355 residents in 5,800 households. Income per household is very low, estimated at \$7,700 for a total trade area income of \$44.7 million. Of this amount about 45% is estimated to be spent on retail goods and half of that, \$10.0 million, on convenience goods.

The trade area for shoppers goods includes the convenience goods area plus an additional fringe area. The population for the combined area was 42,065 in 1980, in 16,360 households. Income in the outer area is higher, bringing the average up to \$9,575 per household, or \$156.6 million in the aggregate. Of this total \$70.5 million is spent on retail items and between 25 and 30%, or \$19.4 million is estimated to be spent on shoppers goods.

TABLE 5

ESTIMATE OF TRADE AREA INCOME AND EXPENDITURES  
BROADWAY COMMERCIAL CORRIDOR

	CONVENIENCE GOODS TRADE AREA	SHOPPERS GOODS TRADE AREA
1970 POPULATION	22011	47941
1980 POPULATION	18335	42065
POPULATION CHANGE	-0.17	-0.12
HOUSEHOLD SIZE	3.16	2.93
NUMBER OF HOUSEHOLDS	5800	16360
INCOME PER HOUSEHOLD	7700.00	9575.00
VALUES IN THOUSANDS OF DOLLARS		
TRADE AREA INCOME	44660	156647
EXPENDITURES ON ALL RETAIL AND RELATED SERVICES	20128	70479
CONVENIENCE ITEMS	10664	N A
SHOPPERS ITEMS	N A	19387
SOURCES: CANDEUS, FLEISSIG AND ASSOCIATES BASED ON CENSUS AND SURVEY DATA		

More detail on retail expenditures by trade area residents is shown in Table 6. It should be noted that Table 6 is a hypothetical construction, but one that is based on the best available data in the marketing field. The first column shows what the residents of the convenience goods trade area spend on convenience goods, and what the residents of the larger shoppers goods trade area spend on shoppers goods. An "other" category is added to be consistent with the mix of stores actually found on Broadway, but it should not be interpreted as meaning all "other" retail expenditures. As the footnote explains, there is another \$38 million spent by residents of the fringe area on convenience and miscellaneous items.

The second column in Table 6 shows how much of the total expenditures for each type of goods can reasonably be expected to be "captured" by local merchants. It ranges from about 90% for convenience items like food to about 40% for shoppers items like General Merchandise (department and discount) stores.

The total expected or potential capture for local merchants is \$20.4 million expressed in 1980 dollars.

#### ASSESSMENT OF THE COMMERCIAL CORRIDOR

There is a comparison in Table 7 between the amount of retail space needed to serve the Broadway trade area population under "standard" conditions, and the actual existing amount of floor space. "Standard" conditions refer to the sales per square foot of space that will permit the business to pay all overhead and operating costs, and provide a return on investment. These sales per square foot (productivity) vary from one category to another.

Table 7 shows there is a great discrepancy between the standard, or supportable, square footage and the actual. A general conclusion is that there could be a reduction in existing space with no negative effects, but not necessarily all the way down to the "standard" total. There are at least two reasons to approach the figures with caution.

1. Productivity of retail space may be related to trade area incomes. That is, the standards may be too high.
2. A significant proportion of the space in the corridor may be physically incapable of performing at standard levels.

It may be more useful to review the Table 7 numbers line by line.

TABLE 4

RETAIL EXPENDITURES AND LOCAL SHARE  
BROADWAY COMMERCIAL CORRIDOR

	TOTAL EXPENDITURES	SPENT IN CORRIDOR
CONVENIENCE ITEMS		
FOOD	5032099	4528900
DRUG AND HEALTH AIDS	603797	452900
EATING AND DRINKING	3522394	2289600
PERSONAL SERVICES	905795	679400
SHOPPERS ITEMS		
APPAREL AND ACCESSORIES	3101993	1240800
GENERAL MERCHANDISE	12601697	7561000
FURNITURE & APPLIANCES	3483597	1841800
OTHER		
HARDWARE	604996	484000
ALL OTHER RETAIL	2031293	1320300
TOTAL	320876978	20398900

\* ANOTHER \$38.4 MILLION IS SPENT ON RETAIL ITEMS BY RESIDENTS OF THE SHOPPERS GOODS TRADE AREA, ACCOUNTING FOR THE \$70.5 MILLION TOTAL EXPENDITURES SHOWN IN TABLE 3.

SOURCE: CANDEUS, FLEISSIG AND ASSOCIATES

TABLE 7

EVALUATION OF RETAIL SPACE MIX  
BROADWAY COMMERCIAL CORRIDOR

	SQUARE FEET OF RETAIL SPACE		
	STANDARD	EXISTING	VARIANCE
FOOD	15096	45475	30379
DRUG AND HEALTH AIDE	2530	3200	370
EATING AND DRINKING	25440	54915	29475
PERSONAL SERVICES	9705	19890	10185
SUBTOTAL	53071	123480	70409
APPAREL, ACCESSORIES	16544	52350	35806
GENERAL MERCHANDISE	84011	5000	-79011
FURNITURE, APPLIANCES	23022	44275	23253
SUBTOTAL	123577	103425	-19952
HARDWARE	4914	20050	13136
ALL OTHER	24400	80720	54320
SUBTOTAL	33314	100770	67456
TOTAL	209942	327858	117913

\* EXCLUDES 12780 SQUARE FEET OF SPACE IN BUSINESS SERVICES.

SOURCE: CANDEUS, FLEISSIG AND ASSOCIATES

### Food

There is essentially a very large collection of small stores, and the figures show they could be more efficiently served by fewer, larger stores. Whether this is desirable from the residents' point of view would have to be determined.

More important, the figures indicate the trade area is hardly pressed to support even a single supermarket.

### Drugs and Health Aids

The discrepancy is too small to be significant. In addition, data from the merchants' survey indicates that drugstores may be one category that does generate sales per square foot at the standard rate.

### Eating and Drinking

Existing space is more than double the standard, but this is not nearly as wide a divergence as with food or grocery stores. It probably means that most of the stores are marginal, but their number provides some diversity for the residents of the area.

### Personal Services

This category includes dry cleaners, barber shops, laundromats, etc. Virtually the same comments apply to this category as to eating and drinking places.

### Apparel and Accessories

These are usually considered shoppers goods stores, but this may not be true on Broadway. There is an apparent excess of space, like the convenience goods, and, of the six clothing stores answering the merchants' survey only one derived most business from outside the neighborhood. The three stores that gave sales data were apparently not achieving standard sales productivity. A possible conclusion is that there is still a need for shoppers type clothing stores, despite the apparent oversupply of space.

### General Merchandise

This is one instance where the numbers give a clear indication. There is a shortage of general merchandise type stores on Broadway, and this is a major drawback to the area truly being considered as a center for shoppers goods.

### Furniture and Appliances

Lower Broadway has a concentration of these stores, and it is from then that the area derives any reputation it has as a shoppers goods center. The apparent excess of space may not be an actual excess, therefore, or the excess may be smaller than it appears. Two stores giving sales figures in the survey, had sales per square foot far below standard, so this is also a factor.

### IMPLICATIONS FOR DEVELOPMENT

Development or redevelopment of the Broadway commercial corridor is a complex subject that requires input from and analysis of a number of factors. The market assessment by itself is not sufficient to completely guide development efforts. With that caveat in mind, the following broad conclusions or implications of the market analysis can be presented.

#### Amount of Floor Space

In the aggregate it appears that there is more than enough commercial floor space at present to serve the market area as it now exists. Speaking in terms of net changes and not of specific parcels or blocks of property, it appears that the vacant usable space (72,300 square feet) can be considered as available for noncommercial uses if desired, or as a relocation resource for existing commercial establishments. We are not saying that the apparent excess of 118,000 square feet of commercial space (Table 7) should be converted to other, noncommercial uses.

#### Types of Stores Needed

The data in Table 7 indicates that there may be a need for more general merchandise stores. This is the only category that appears in undersupply.

The data in Table 7 indicates that most store types, but particularly food, apparel and personal services need to improve their productivity, or broaden their trade area. This may not be practical, and therefore would show the extent to which these stores have been hurt by the declining trade area.

#### Growth Potential

Another, more positive way of looking at the above findings is that the Broadway commercial corridor has the physical capacity to serve a larger trade area, or to serve an influx of new residents without expanding its physical inventory of store space.



Page 41  
 RESEARCHER'S NAME AND ADDRESS  
 RESEARCHER'S PHONE NUMBER  
 RESEARCHER'S E-MAIL ADDRESS

## INTRODUCTION

Task Six involves two principal subtasks. The first is the development, evaluation and elaboration of physical design alternatives for revitalizing the project corridor. The alternatives are formulated on the basis of the physical survey findings, and are evaluated according to the marketability assessment and other factors to identify the most workable option. This preferred option is then analyzed in greater detail, including a review of the community impacts and benefits which would result from its implementation.

The second part of Task Six refines the selected redevelopment option and addresses the development of marketing strategies. These strategies focus on attracting private sector investment to the corridor and the development of financial information programs for merchants to encourage improvements.

## COMMERCIAL SPACE DEMAND

The Task Five market assessment identifies types of commercial use which are underrepresented in terms of floor space. These conclusions are based upon an estimate of trade area population expenditures, and normal standards of productivity (sales) per square foot of space.

Demands for commercial space are expressed in terms of both gross floor area and dollar sales (representing portions of total retail trade area expenditures in the corridor). Demand characteristics for Broadway are summarized in Table 1. These determinations were used in the testing of redevelopment options, as described in subsequent sections.

As noted in Table 7 in Task Five, Broadway does not have an overall undersupply of space. Existing commercial space exceeds the demand estimated to be generated by the trade area population, with the exception of general merchandise stores. An implication of this finding is that, while additional space may not be necessary to improve service, the productivity of existing stores could be increased. For example, the small stores scattered across the central and upper Broadway area may benefit from consolidation into identifiable, central neighborhood service areas.

Table 1

COMMERCIAL SPACE DEMAND  
BROADWAY CORRIDOR STUDY

	Floor Space Demand	Estimated Dollar Sales
Broadway	209,962	\$20,398,900

Source: Candeb, Fleissig and Associates.

## COMMERCIAL SPACE SUPPLY

### METHODOLOGY

The inventory and categorization of commercial space in the three project areas was compiled using information gathered from two field surveys:

- The Structural Conditions Survey described in the Task Two report, in which the buildings of the corridors were rated as standard, requiring moderate rehabilitation; requiring substantial rehabilitation; or substandard requiring clearance.
- A survey identifying active and abandoned commercial establishments, including estimates of gross floor area per establishment and classification of business types according to SIC codes.

### FINDINGS

The accompanying table presents a summary of commercial space in each corridor according to three categories:

- acceptable (standard)
- in need of repair (moderate or severe deficiencies)
- unacceptable (substandard requiring clearance)

Commercial space in acceptable condition comprises 15% of the space along the corridor. This well-maintained space occurs in the lower Broadway commercial concentration and at the extreme northern end of the corridor. Space requiring moderate or substantial rehabilitation makes up the remaining supply. Repair needs range from painting to major carpentry or masonry work.

All space falling into the "Unacceptable" category was abandoned. As clearance is warranted, this abandoned space was not considered to be part of the supply. Space estimates for the other two categories, however, includes space currently vacant, as it would remain part of the existing supply, and could be re-used.

TABLE 2

COMMERCIAL SPACE SUPPLY  
BROADWAY CORRIDOR STUDY

	Acceptable Condition	Needing Repair	Unacceptable	Total
Total Gross Square Feet	62,265 (15%)	359,405 ( 5%)	-	424,670 (100%)
Abandoned	7,325 (11%)	64,965 (18%)		72,290 ( 17%)
Active	57,940 (89%)	294,440 (82%)		352,380 ( 83%)

Note: All unacceptable space is abandoned, and is not considered to be part of the supply.

Source: Candeub, Fleissig and Associates.

## DEVELOPMENT OF DESIGN ALTERNATIVES

### INTRODUCTION

The need for revitalization of the Broadway corridor is demonstrated by the findings of the land use and structural conditions survey, which pointed out abandonments, fire damage, and rehabilitation needs. The shoppers and merchants surveys identified related problems including crime and poor area appearance.

With reference to the corridor's improvement needs and the limitations of trade area demand, three design alternatives for revitalization were examined. These concepts are described as follows:

### NODE CONCEPT

The intent of this option is to constrict commercial uses within specific centers or "nodes" along the project corridor, forming concentrated, distinctive shopping areas containing a variety of establishments. The existing depth of commercial activity and existing street pattern would be maintained within the nodes.

Appropriate locations for these nodes were identified based on:

- the viability and level of commercial activity in specific areas
- the proximity of major arterial streets
- potential for rehabilitation of structurally sound buildings

Within the nodes delineated, priority actions would focus on (1) renovating and strengthening existing viable businesses, (2) locating new occupants in vacant commercial space, (3) redeveloping vacant lots and areas of substandard structures with new commercial uses or support facilities, such as parking. Other related improvements could include street furniture, lighting and road repair, and design elements that would reinforce the identity of the node as a distinct, unified shopping area.

Existing commercial establishments falling outside of the node delineation would not be required or encouraged to vacate, however, they would not receive first priority within the corridor with respect to rehabilitation assistance or public improvements. Public investments would be concentrated within the nodes to attract new businesses. Similarly, existing non-commercial uses within the nodes would not be required to vacate. Non-commercial uses would, however, be limited only to those existing in the nodes. In keeping with the objective of concentrated commercial activity, infill development would include only commercial uses.

## LINEAR CONCEPT

The principle of the Linear Concept is to restore or maintain the commercial "strip" pattern of the project corridors, filling in vacant areas in the frontage with additional commercial space.

In accordance with the land use pattern in each of the corridors, appropriate segments which contain the majority of existing commercial uses are identified for this treatment. Within these segments, abandoned commercial space would be filled, existing stores would be rehabilitated if necessary, and vacant land and dilapidated structures would be replaced with new uses and support facilities.

As in the Node Concept, non-commercial uses within these delineated segments would not be required to vacate, nor would commercial uses outside the segments have to relocate. The Linear Concept would provide more flexibility in land use types, as non-commercial uses could be included where appropriate to vary the character of the continuous strip. The Linear Concept would still provide a focus for public improvement, though a less concentrated one.

## REDEVELOPMENT CONCEPT

The Redevelopment Concept provides an opportunity to test "experimental" patterns of new commercial use in each of the three corridors. Within this concept, areas are identified which would be appropriate for comprehensive clearance and redevelopment. This redevelopment could involve changes in street and access patterns, consolidation of properties and increased depth of commercial use. Areas for potential redevelopment are selected on the basis of:

- concentrations of existing buildings requiring substantial rehabilitation or clearance,
- large areas of vacant land,
- favorable road access,
- proximity to surrounding residential areas.

Estimates are made of the amount of commercial space that could be accommodated in the redevelopment areas and the existing space that would be affected by clearance. Within the potential areas, alternative actions can be evaluated, such as development of a covered mall or pedestrian shopping area. Investments and improvements would be concentrated in these areas, rather than being distributed through the corridor. Redevelopment areas would be predominantly commercial, although appropriate non-commercial uses, such as community services, could also be included as part of the overall development pattern to reinforce the function of the area as an activity center.



While all areas with reasonable redevelopment potential are identified under this concept, it is not necessarily intended that all be developed simultaneously. They represent opportunities for selection of one or more areas, or the phasing of redevelopment activities among several areas.

## DETAILING OF ALTERNATIVES

The three design concepts described in the previous section have been tested on the project corridor. For each alternative, the gross square footage of existing and/or new commercial space that would result was calculated. This space would be composed of areas appropriate for redevelopment and areas suitable for rehabilitation and conservation.

Redevelopment space is estimated on the basis of 60% coverage of vacant land or land holding dilapidated structures requiring clearance. Rehabilitation actions would apply to structures rates as having moderate or severe deficiencies in the structural conditions survey.

The total gross square footage which would be accommodated by each alternative will be compared with both the existing space in the corridor and the estimated demand for space in the corridor's trade area. In this way, the viability of the options can be tested.

Design options tested in the Broadway corridor are discussed in the following sections and illustrated on the Design Alternative maps.

The Broadway corridor contains a heavy, active commercial concentration at its southern end, between Clay Street and Bloomfield Place. Along the remainder of the corridor, commercial uses are scattered and small in scale. In the central and northern portions of the corridor there are many abandonments and signs of deterioration in both residential and commercial buildings.

### NODE CONCEPT

Two commercial nodes were delineated in the Broadway corridor, as shown on the design alternative map. The major concentration, Node A, encompasses the lower Broadway shopping district, from Clay Street to Gouverneur Street. Corner properties at Bloomfield Avenue and other side streets are included.

This area draws from a trade area larger than the remainder of Broadway, as it is chiefly devoted to comparison goods, such as furniture and appliances, as opposed to neighborhood-oriented convenience goods. The high level of activity in the area suggests a good potential for improvement and stabilization through moderate building rehabilitation, facade and street treatments, infill of abandonments, and establishment of an area identity.

Completion of the node would result in 178,670 gross square feet of commercial space, including 20,875 square feet of space that is currently vacant. Also recommended for inclusion in the node treatment would be the development of new parking areas between Broadway and Broad Street on either side of Clark Street. Limited clearance is proposed in this area to provide sufficient parking space and permit linkages to the Broadway frontage. The new parking facilities would improve access to the shopping district and relieve congestion on Broadway.

In contrast to the lower Broadway node, the second node, located between Elwood and Delavan Avenues, is more neighborhood-oriented. The node is centered on the Fine Fare supermarket and includes several small retail and service stores.

The objective of the Node B delineation is to strengthen this area as a convenience shopping center by improving existing stores and attracting new tenants to abandoned buildings. The center would serve strong residential areas located east and west of Broadway.

A principal prospect to be included in this area would be the reuse of the Elwood Theatre at Elwood Avenue. This structure could be renovated for use as a new cinema, or remodeled to accommodate storefront businesses, an interior mini-mall, or a large variety or clothing store.

Node B would contain 58,970 gross square feet of commercial space, about one-third resulting from infill of vacant space.

#### LINEAR CONCEPT

Implementation of the linear design concept would entail extensive rehabilitation, infill and new construction to rebuild a continuous commercial strip. Vacant areas and dilapidated buildings along the Broadway frontage would be cleared and redeveloped with a mix of commercial and non-commercial uses. The concept includes a 60% commercial and 40% non-commercial breakdown.

The potential for extending the commercial pattern along Broadway is illustrated in the accompanying design alternative map. As is shown, continuity is broken in several areas by concentrations of residential, public or industrial uses. These uses are not proposed for redevelopment.

The linear concept would provide over 480,000 square feet of commercial space along the corridor.

## REDEVELOPMENT CONCEPT

Three potential redevelopment areas were identified in the Broadway Corridor, as follows:

- Area 'A' - This small block is located between Clark Street and Bloomfield Place in lower Broadway. It contains several abandoned and partially abandoned buildings and vacant lots. The majority of the buildings require substantial rehabilitation. Its location in the heart of the active lower Broadway area lends itself to re-use for parking and new commercial development. About 24,000 new square feet of commercial space are envisioned.
- Area 'B' - This area encompasses two blocks on the eastern side of Broadway, between 3rd Avenue East and Harvey Street, opposite Essex Catholic High School. Much demolition has already occurred in this area, leaving scattered buildings in varying states of disrepair, several abandoned.

Approximately 113,500 square feet of commercial space would result from redevelopment of this area, assuming a proportion of 60% commercial use. The remaining area would be available for support uses, such as parking and community facilities, including recreation.

- Area 'C' - The third potential redevelopment area is located between Elliot Street and Montclair Avenue in the northern part of the corridor. As shown on the concept map, the delineation includes frontage properties on the western side. East of Broadway, non-industrial areas between Broadway and Oraton Street are also included.

The area includes several apartment buildings which have been burned and abandoned, structures requiring demolition or extensive rehabilitation, and large areas of vacant land. Structures in acceptable condition could be retained and integrated into the plan, if possible.

The redevelopment area could accommodate local commercial uses oriented to the neighborhood and the daytime workers in nearby industries. Additional residential development would also be appropriate to replace fire-damaged apartments. With a 60% proportion of commercial land use, 84,495 square feet of commercial space could be developed in this area.

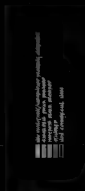


HOBB CONCEPT DEVELOPMENT  
 (CROSS-SECTION VIEW)  
 EXISTING COMMERCIAL AND RESIDENTIAL  
 DEVELOPMENT (EXISTING)

AREA 1a	AREA 1b
107,790	21,470
50,000	20,000
57,790	1,470

- EXISTING COMMERCIAL
- EXISTING RESIDENTIAL
- ▨ PROPOSED COMMERCIAL
- ▩ PROPOSED RESIDENTIAL
- ▧ PROPOSED COMMERCIAL AND RESIDENTIAL

**DESIGN ALTERNATIVE "A"**  
**HOBB CONCEPT**  
 BISCANWAY CORRIDOR STUDY  
 CITY OF PLANNING AND ZONING DEPARTMENT  
 HOBOKEN, NEW JERSEY

[illegible]

DESIGN ALTERNATIVE "B" -  
LULU = 100% OF 100%

**WILSON**



TABLE 3

SUMMARY OF COMMERCIAL SPACE  
UNDER DESIGN ALTERNATIVES  
BROADWAY CORRIDOR

	Node Concept	Linear Concept	Redevelopment Concept (1)
Existing, Infill and Rehabilitation	234,520	389,860	
Redevelopment	3,120	31,215	191,604
Total Commercial Space	237,640	421,075	191,604

Notes: (1) Redevelopment uses are proposed to include 60% commercial and 40% non-commercial uses.

All figures in gross square feet.



## EVALUATION OF ALTERNATIVES

This chapter outlines the evaluation of the three design alternatives formulated for the Broadway corridor. The three options are examined to identify their strengths, weaknesses and overall feasibility, with particular consideration for the findings and recommendations of the Task Five Market Assessment. The preferred alternative emerging from this evaluation is then analyzed in greater detail, to identify the effects on the community which would result from its implementation.

### EVALUATION OF IMPACTS AND BENEFITS

#### 1. Methodology

The alternatives outlined in the previous sections represent the adaptation of certain design concepts to the corridor as it exists today. They are not intended to function as finalized plans. It is necessary to review each alternative and the probable results of its implementation, and identify the options suitable for further refinement.

The evaluation of alternatives is a two-tiered process. First, the design options are subjected to an initial test of viability in which their feasibility for successful implementation is reviewed. The options which appear most viable are then selected. The selected alternative is subsequently analyzed in detail with regard to its impacts and benefits to the community, the local fiscal structure, and local real estate values. The results of this detailed examination are then factored into further refinement of the proposed alternative.

#### 2. Test of Viability

As shown in Table 4, the test of viability takes the alternatives through a preliminary evaluation of overall marketability and feasibility. Alternatives which do not appear favorable according to this basic test are dropped from further consideration.

The test of viability utilizes the following criteria to examine the design alternatives:

- Degree of conformance to the market assessment findings; the relationship of commercial space generated by the concept to the estimated trade area demand.

- Physical constraints affecting implementation of the alternative, such as lack of contiguous vacant parcels, constraints of parcel size, and the presence of large-scale non-commercial uses.
- Feasibility of implementation, in terms of the magnitude of investment and commitment required to carry out the alternative, in view of the extent of rehabilitation and redevelopment activity proposed.

(a) Node Concept

The Node design concept is considered to be the most viable treatment for the Broadway corridor. Consistent with the market findings for the corridor, which indicated that existing commercial space exceeded trade area demand, the Node option will add a minimum of new commercial space. Instead, the focus will be on rehabilitation of existing stores, to improve appearance and, hopefully, productivity.

New support for the Lower Broadway node will be provided in the form of a new parking area, to improve access and relieve traffic congestion. In the Central Broadway area, treatment would include rehabilitation, demolition of dilapidated structures, and re-use of the abandoned Elwood Theater as an indoor mini-mall or similar facility.

The commercial space contained within the designated nodes would amount to about 70% of the current active commercial space along the corridor, and would exceed trade area demand by 27,000 gross square feet. Total active commercial space along the entire corridor, with implementation of the Node Concept, would be 389,430 gross square feet. The 48,575 gross square feet of space added to the current active inventory would represent infill of abandoned space and some redevelopment.

The focus of the Node Concept on strengthening existing space limits the physical constraints on implementation. The principal constraint in this regard is clearance of buildings on Lower Broadway for development of the proposed parking area. An additional constraint affecting the central node is the incidence of residential uses on the west side of Broadway, which limits the short-term potential for a consolidated neighborhood shopping center.

The Node Concept is viewed as feasible for implementation as it provides a focus for concentrating public investment in more stable areas, where positive results are likely. New construction needs are limited. As noted in Table 4, a complete program of rehabilitation would be fairly large scale: 137,490 gross square feet of moderate rehabilitation, and 41,000 gross square feet of substantial rehabilitation needs. However, this remains a more feasible magnitude in comparison to the other alternatives.

(b) Linear Concept

The Linear Concept represents a position of re-establishing a continuous commercial strip along the Broadway corridor. This alternative was rejected as infeasible for three principal reasons:

- Total commercial space would be 481,075 gross square feet - 140,000 square feet greater than the existing inventory and 270,000 in excess of market demand. According to the Market Assessment, trade area support would not be sufficient to maintain this volume of space.
- Excessive investment would be required to complete a rehabilitation and infill program for this alternative. Moderate rehabilitation needs would amount to 260,940 square feet and substantial rehabilitation 70,080 square feet. In addition, 91,215 gross square feet of new construction would be required to fill vacant lands. It is very unlikely that funds would be available to cover this magnitude of investment.
- The concept of a continuous commercial strip is not consistent with the current land use pattern. Substantial areas of residential, public and industrial use interrupt the commercial areas. Thus, even with extensive infill, a continuous linear pattern could not be achieved.

TABLE 4  
TEST OF VIABILITY  
PROPOSED DESIGN ALTERNATIVES  
BROADWAY CORRIDOR STUDY

RELATIONSHIP TO MARKET FINDINGS					
Design Alternative	Trade Area Space Space Demand	Existing Space	Physical Constraints	Implementation Feasibility	Evaluation and Comments
Node Concept	Nodes' commercial space exceeds trade area demand by 27,000 g.s.f.	Node space encompasses 70% of existing active space.	Limited constraints working with existing space. Clearances required in Node A. Commercial space discontinuous in Node B - hard to develop "center" in short-term.	Provides a concentrated focus for investment. Emphasis on rehab and parking support. Complete program requires 108,040 g.s.f. of moderate rehab; 19,000 g.s.f. substantial rehab in Node A; 28,450 g.s.f. moderate, 22,000 g.s.f. substantial in Node B.	Viable concept. Provides needed parking on lower Broadway. Does not significantly inflate commercial space supply. Encourages consolidation and improvement of more stable areas.
Linear Concept	Commercial space exceeds demand by 270,000 g.s.f.	Exceeds existing active space by 140,800 g.s.f.	Extensive infill development needed on small lots and larger tracts. Commercial strip interrupted in many areas by existing non-commercial land uses.	Requires 91,215 g.s.f. new construction, 70,080 g.s.f. substantial rehab, 260,940 g.s.f. moderate rehab. Unlikely to obtain sufficient funds for implementation.	Not justifiable in terms of market demand. Would require excessive public and private expenditures to create continuous strip, with questionable economic results.

TABLE 4

TEST OF VIABILITY  
PROPOSED DESIGN ALTERNATIVES  
BROADWAY CORRIDOR STUDY

Design Alternative	RELATIONSHIP TO MARKET FINDINGS		Physical Constraints	Implementation Feasibility	Evaluation and Comments
	Trade Area Space Space Demand	Existing Space			
Redevelopment Concept	Redevelopment areas meet trade area demand; with remaining existing space, would exceed demand by 288,000 g.s.f.	Redeveloped space would be 54% of existing active space, but with other remaining area would exceed existing space by 150,000 g.s.f.	Extensive acquisition and clearance required.	Details high costs for clearance and new construction. Requires over 191,000 g.s.f. new construction.	Would result in an excess of commercial space, not supportable by estimated trade area demand. Requires extensive investment, provides no aid to existing, stable commercial businesses.

#### (a) Redevelopment Concept

The Redevelopment Concept calls for clearance and construction of a combination of commercial and non-commercial uses in specific target areas of the corridor. The option was not considered to be the most feasible alternative, due to the level of investment required, and the uncertainty of economic success, considering trade area demand.

The redevelopment areas would entail a total of 191,694 square feet of new commercial space. Considering that existing commercial space elsewhere in the corridor would remain, total corridor space would be about 490,000 square feet. Again, this far exceeds both the estimated trade area demand and the current inventory of active space.

A test was conducted to determine the potential support for the Redevelopment Concept if vacant tracts in the local trade area were used in the future for new residential development. A field survey identified a total of approximately 20 acres of vacant land suitable for residential use. Assuming development of this land at fifteen dwelling units per acre, 305 new households would be added to the trade area. This, however, represents only 3% of existing households requiring a corresponding 3% increase in total neighborhood commercial space.

The increase in commercial space needed would only be about 6,300 square feet, according to the Market Assessment findings. The substantial additions to commercial space proposed through the Redevelopment Concept would still not be justified.

#### EVALUATION OF VIABLE ALTERNATIVE

The detailed evaluation of the preferred concept identified through the viability test addresses three principal issues:

1. The private and public costs and benefits of the plans.
2. The impact of the plans on local fiscal structure.
3. The impact of the plans on real estate values.

The relationship of the viable alternatives to these questions is summarized in Tables 5 through 7. The tables explain the extent of physical improvement which would benefit the areas, including clean-up of deteriorated areas, public street improvements, building rehabilitation and new construction, and parking facilities. These improvements are anticipated to reinforce and increase retail activity and bring new economic stability to the target areas.

Proposed rehabilitation and new construction would increase the current assessed value of affected properties, resulting in increased property tax revenues. Additional gains could be obtained by marketing the city-owned parcels within the corridor's target areas.

The elected, viable alternative represents the lowest, most reasonable level of investment of the three options considered for the corridor. The degree of rehabilitation, construction and street improvement effort required is relatively lower, to better relate to the public and private resources likely to be available for implementation.

Resources available at local and other government levels for project implementation are detailed in a subsequent section describing Redevelopment Strategies.

TABLE 5

COMMUNITY COSTS AND BENEFITS  
MODE ALTERNATIVE  
BROADWAY CORRIDOR STUDY

Elimination of Blight	Employment Opportunities	Local Resident Business Development	Increase in Services	Improvement of Area Image	Costs to Achieve Plan
1. Removal of 4 dilapidated or abandoned structures	Creation of an estimated 50 retail jobs from infill and redevelopment, in addition to temporary construction and renovation work. (Estimate is conservative, based on microbusiness survey employment average of 1 employee per 1050 square feet).	Opportunity to occupy 22 vacant commercial structures; potential to develop public market or mini-mall in Elwood Theater. Possible additional long-term infill redevelopment opportunities in Mode B.	The 40,455 s.f. of infilled space will accommodate store types desired by the neighborhood to increase convenience shopping, such as variety, drug and food stores.	Appearance will be upgraded through rehab, street and sidewalk improvements. Shopping areas will have more identity and definition, to attract new customers.	\$1,099,920 - for moderate rehab.
2. Rehabilitation of 11 structures with severe deficiencies.					\$615,000 - for substantial rehab.
3. Infill of 14 abandoned stores, including Elwood Theater.					\$540,580 - for acquisition, relocation and construction of parking facilities.
4. Improvement of street and sidewalk conditions.					\$ 93,600 - Other new construction (private).
					\$2.35 million total.
					(Additional community impacts will result from the displacement of seven currently occupied buildings - 4 residential, and 3 commercial, including 2 upper floor portions of mixed-use buildings.)



TABLE 6

IMPACT OF WIDE CONCEPT ON LOCAL FISCAL STRUCTURE  
BROADWAY CORRIDOR STUDY

Local Resources	County State & Federal Resources	Potential for Leveraging Funds	Potential Tax Gains (1)	Potential Tax Losses
<ul style="list-style-type: none"> <li>- Land assembly</li> <li>- Citizen/merchant participation</li> <li>- Publicity and marketing</li> <li>- Rehab aid</li> </ul> <p>Chosen alternative entails the lowest level of local resources (Table 4). Additional local resource information detailed in Redevelopment Strategies chapter.</p>	<ul style="list-style-type: none"> <li>- County role in marketing, publicity</li> <li>- State Safe &amp; Clean program for maintenance, security;</li> <li>- Urban Centers</li> <li>- Small Loan Program for renovation</li> <li>- U.S. C.D.S.G. for physical improvements, loans,</li> </ul> <p>Chosen alternative requires the lowest level of commitment (Table 4). Additional government resources discussed in Redevelopment Strategies chapter.</p>	Discussed in Redevelopment Strategies chapter.	Potential to gain \$630,265 in net additional annual revenue from rehabilitated and new commercial space in target area.	Potential to lose \$101,100 in tax revenue from structures to be displaced.

(1) Based on 1981 Property Tax rate of \$10.11/\$100 Assessed Valuation.

TABLE 7

IMPACT OF MODE ALTERNATIVE  
ON REAL ESTATE VALUES  
BROADWAY CORRIDOR STUDY

Added Real Estate Value (Private) (New Construction)	Added Real Estate Value (Rehabilitation)	Total	Net Increase in Real Estate Value	Net Increase in Real Estate Value
93,600	\$1.7 Million	\$1.79	\$250,000	\$1.54 Million

## REDEVELOPMENT STRATEGIES

Part A described the development and technical evaluation of planning options for the Broadway corridor. Part B is a record of the procedures followed to select and refine the final concept plans, and some of the implementation/assistance strategies which may be used to achieve those planning goals.

### SELECTION OF REDEVELOPMENT PLAN

The final redevelopment plan recommendations are based on a series of reviews and inputs to the project team. These included:

- (1) Meetings and discussions with Merchant Associations or their representatives, including the Broadway Area Improvement Corporation, the Puerto Rican Merchants Association and the Broadway and Bloomfield Avenue Merchants Association;
- (2) Review by staff members of the Office of Planning and Grantsmanship, City of Newark;
- (3) Input from other project research being conducted concurrently with Task VI, and particularly from Task V (Market Assessment) and Task VII (Physical Design Options).

The alternative selected was the Node Concept, which proved to be the most viable alternative, as documented in Part A. Specific refinements were made to the plan, as described below. The final plan is illustrated in the accompanying Concept Redevelopment Plan map.

- Broadway/Bloomfield Node: The redevelopment plan for this area focuses on rehabilitation and infill of abandonments. A combination of private and public funding sources is recommended to support rehabilitation efforts.

Street and sidewalk improvements are also proposed, including pavement repair and provision of trees, seating, litter baskets and lighting. These amenities would contribute to the vitality and identity of the Broadway/Bloomfield node as a major shopping area.

The redevelopment plan also recommends consideration of the development of additional off-street parking areas by the City to provide more convenient access to stores and relieve double-parking tie-ups on Broadway. The proposed sites are located on either side of Clark Street, the area on the north side would accommodate 30-50 cars, and the lot on the south side would contain 65-70 cars, depending on design options. Clark Street would provide the major access to the facilities, although additional entrances and exits could be placed on Broad Street and Bloomfield Avenue.

The parking areas would be appropriately landscaped and lighted. Strong security measures would be necessary to assure the safety of patrons and encourage use. Safety will be enhanced by the direct, visible connections between the larger parking lot and the Broadway frontage, made possible with clearance of three abandoned and partially abandoned buildings.

It is proposed that a traffic engineering study be conducted to determine the feasibility of closing Clark Street to through traffic. Clark Street would then be used solely for access to the new parking areas. Broadway traffic currently using Clark Street to reach Broad Street or McCarter Highway would be required to turn left at the Broadway-Broad Street intersection.

Under the street closing plan, Clark Street would be landscaped and provided with extended sidewalks, new lighting and street furniture to strengthen the pedestrian connection between the parking lots and the shopping area.

A final feature of the parking development plan is the creation of a mini-park at Clark and Broad Streets. A vacant lot at this location is now used for play. New landscaping, play equipment and benches would be appropriate for the site.

- Elwood Avenue Node: The focus of the redevelopment plan for this area will be on rehabilitation of existing facilities. The proposed pioneer project would be the renovation and re-use of the abandoned Elwood Theatre as a public market or mall of small shops. The vacant lot adjacent to the building has a potential for use as employee parking. Additional parking would be available on Broadway and Elwood Avenue.

The treatment area illustrated in the concept plan includes several small groups of contiguous stores, generally in the area of the Fine Fare supermarket. Additional rehabilitation is proposed for these buildings, to be implemented through public and private funding. Two abandoned buildings in the area are targeted for replacement, as they are in dilapidated condition. One structure, a residential building, is owned by the City of Newark.

Additional private commercial development on vacant land in the Elwood Avenue node is not proposed as a near-term strategy, due to the limited market support for new facilities, as described in the Market Assessment. Development of new stores to consolidate the area as a neighborhood center will have to be dependent on new housing development and residential growth in the area.

MARKETING STRATEGIES AND  
LOCAL MERCHANT ASSISTANCE

Incorporation By Reference

The remainder of Task 6 identifies strategies aimed at securing private investment in the corridor, programs which can provide investment incentives, and procedures to assist local merchants in improving their business positions.

With the exception of the changes noted below, this report incorporates by reference the following sections provided in the original Newark Commercial Corridor Study, which examined Springfield Avenue, Bergen Street and Sixteenth Avenue.

- Alternative Marketing Strategies to Secure Private Investment
- Opportunities and Methods to Attract Private Investors
- Opportunities for Local Entrepreneurships
- Business Analysis Procedures for Area Merchants
- Leveraging Opportunities
- Appendix - Small Business Financing Manual.

Revisions

Urban Centers Small Loan Program

Since development of the first Newark Commercial Corridors Plan, a new program has been formulated by the New Jersey Economic Development Authority - the Urban Centers Small Loan Program.

The objectives of this program are to maintain and increase employment and rehabilitate urban downtown retail businesses. Loans from \$5,500 to \$30,000 are available for individual projects at an interest rate of 7½ and a maximum term of 10 years. Loan monies may be used for renovation, rehabilitation or expansion, or for working capital in association with renovation activities.

Eligible applicants include owners and operators of existing retail businesses located in neighborhood shopping districts of urban aid cities.

2. 312 Program

The 312 loan program administered by the U.S. Department of Housing and Urban Development has been eliminated under recent Federal budget cutbacks.





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#### DATA SOURCE

Physical improvement options for the three corridors were developed using a combination of methods including extensive use of shoppers and merchants surveys and field surveys of existing conditions and land uses.

## PROPOSED IMPROVEMENTS

### PHYSICAL IMPROVEMENTS

Physical design options for Broadway are concentrated in two areas, the Broadway/Bloomfield Node and the Elwood Avenue Node.

Recommended improvements in the Broadway/Bloomfield Node include conservation and rehabilitation of existing stores, through renovation of facades and upper stories and consistent signs. Landscaping treatments are proposed where feasible, including street trees and shrubs. Proposed sidewalk extensions will accommodate additional plantings and benches. Lighting improvements and litter baskets are also proposed. Street cleaning and sidewalk repair are also necessary for overall improvement of the area's appearance.

Treatments for the Elwood Avenue Node include rehabilitation of existing stores and replacement of dilapidated buildings. Restoration of the abandoned Elwood Theater as a mini-mall or public market is recommended. Sidewalk improvements, street furniture and landscaping is proposed in the Elwood Avenue intersection area to enhance the appearance of this "gateway" to the neighborhood shopping node.

### TRANSPORTATION IMPROVEMENTS

Broadway, in both of the nodes, will be maintained at its current lane capacity. In tandem with the recommended development of parking areas in the Broadway/Bloomfield Node, it is proposed that Clark Street be closed to through traffic. The street would be used solely to provide access to the parking areas and as a pedestrian link to Broadway. The traffic circulation implications of this proposal should be studied thoroughly before taking action.

Provision of additional parking areas will relieve congestion and double parking now occurring in the node area. The parking lots will also provide for rear servicing of several stores.

Pedestrian crossings of Broadway will be clearly demarcated in both nodes. Sidewalk extensions are proposed for Clark Street, to strengthen the pedestrian link between parking and shopping areas.

### PARKING FACILITIES

As described in Task 6, two parking areas are proposed for development east of the Broadway/Bloomfield Node. These areas will accommodate a combined total of 90-120 cars. A mini-park will be constructed in a vacant lot at Clark and Broad Streets as part of the redevelopment.

It is important that adequate security measures be maintained in the proposed parking areas. They will not be used if store patrons fear robberies or car theft. Parking lot attendants, frequent patrols, good lighting and visibility from Broadway are necessary to ensure protection of the users and their property.

In the Elwood Avenue Node, limited space is available to provide additional parking. Maintenance of on-street parking on Broadway and the side streets should be adequate in the short-term, due to the relatively small scale of the neighborhood node.

A vacant lot adjacent to the Elwood Theater is recommended for use as an employee/patron parking area once the facility is renovated. Additional parking for patrons could be provided in the Fine Fare Supermarket lot if there is excess capacity there during certain times of day.

Projections of parking demand are presented in Table 3. The parking standard used in developing these projections is 2 spaces per 1,000 square feet of commercial floor area. This is lower than the 4 spaces/1,000 S.F. standard uses in prior corridor studies, as it takes into account the large proportion of neighborhood, walking distance customers noted in the merchants survey, and the availability of public transportation along the corridor.

### STREET FURNITURE

Recommended street furniture includes benches in the Clark Street intersection and parking link area, litter baskets and lighting. Additional improvements could include maps and schedules at bus stops, other informational signs and bicycle racks.





TABLE 1

RECOMMENDED PHYSICAL IMPROVEMENTS  
BROADWAY CORRIDOR STUDY

NODE	CONSERVATION AND REHABILITATION	FACADE TREATMENTS	DEMOLITION AND NEW CONSTRUCTION	COMMERCIAL AREA AMENITIES
Broadway/ Bloomfield	Moderate rehabilitation of stores fronting onto Broadway. Infill of abandonments with new store types. Maintenance of a comparison goods focus.	Develop uniform sign treatments for contiguous stores. Modernize street-level storefronts and renovate upper-floor residential facades.	Clearance of buildings as illustrated to accommodate new parking areas.	Improvement of street and sidewalk appearance throughout node including street trees, litter baskets, seating and improved lighting.
Elwood Avenue	Conservation and renovation of groups of contiguous stores fronting onto Broadway. Renovation of the Elwood Theater as a public market or indoor mini-mall. Infill of abandoned stores, and conservation of existing residences within the node.	Exterior improvements recommended for the Fine Fare complex and other storefronts requiring moderate rehabilitation. Modernize facades and develop consistent signage.	Clearance of fire-damaged abandoned buildings. Replacement with small-scale commercial uses in short-term. Long-term construction and expansion of node depends on growth of market support.  New residential construction recommended to replace abandoned building at Delavan Avenue.	Improvement of streets and sidewalks through landscaping, pavement repair and lighting. Emphasis should be on "entrance" point at Elwood Avenue and the Fine Fare area.

TABLE 2

RECOMMENDED TRANSPORTATION IMPROVEMENTS  
BROADWAY CORRIDOR STUDY

ROUTE	CIRCULATION	PEDESTRIAN CROSSINGS	SIDEWALK IMPROVEMENTS	DELIVERIES & SERVICING	PARKING
Broadway/ Bloomfield	Proposed closing of Clark Street; Rerouting of east-bound traffic around to Broad Street.	Pedestrian crossings to be striped at intersections.	Sidewalk extensions are proposed for Clark Street, dependent on the street closing decision. General repair and cleaning recommended in other areas.	Proposed parking areas will provide rear servicing and loading to Broadway stores relieving double-parking.	Proposed parking areas will provide a total of 90-120 new parking spaces.
Elwood Avenue	No changes to channelization or signals.	Crosswalks to be striped at Elwood Avenue, Romaine Place and Delavan Avenue intersections.	Sidewalk improvements proposed for Elwood Theater and Pine Fare area, including landscaping and street furniture.		On-street parking to be maintained on Broadway and side streets. A new parking area is proposed for a vacant lot adjacent to the Elwood Theater, to provide 10-15 parking spaces.



TABLE 3

PARKING DEMAND PROJECTIONS  
BROADWAY CORRIDOR STUDY  
NEWARK, NEW JERSEY

	BROADWAY/BLOOMFIELD NODE	ELWOOD AVENUE NODE
Proposed Maximum Commercial Area	178,670 Square Feet	58,970 Square Feet
Parking Spaces per 1,000 Square Feet	2.0	2.0
Total Spaces Required	358	118
Existing Inventory Estimate (On and Off-Street Paved)	300	150
Deficit (Excess)	179	( 37 )
Proposed New Spaces	120	10 - 15
Comments	Small deficit is still present	Slight excess in available space will serve future expansion of commercial



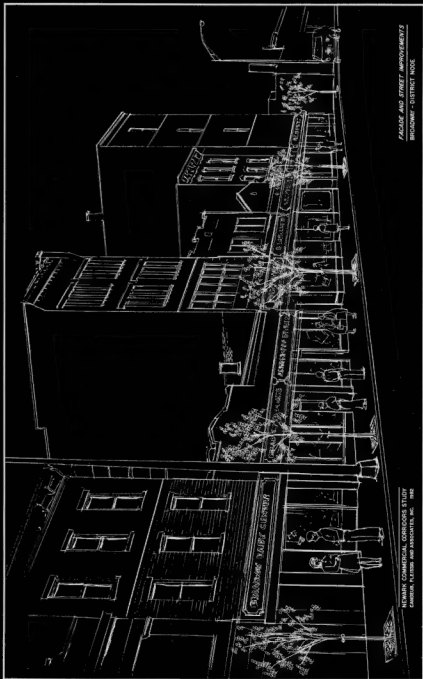
NEWARK COMMERCIAL CORRIDORS STUDY  
CANDEUB, FLEISSIG AND ASSOCIATES, INC. 1982

*ELWOOD THEATRE -  
PROPOSED CONVERSION TO PUBLIC MARKET*  
BROADWAY-ELWOOD AVENUE NODE



NEWARK COMMERCIAL CORRIDORS STUDY  
CANDELL, FLEISCH AND ASSOCIATES, INC. 1992

*FACADE AND STREET IMPROVEMENTS*  
BROADWAY - DISTRICT NODE



FACADE AND STREET IMPROVEMENTS  
BRIDGEWAY - DISTRICT NO. 10

NEWARK COMMERCIAL CORRIDOR STUDY  
CAMERON, FLEISCH, AND ASSOCIATES, INC. 1962

